IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDGC's holiday affiliate revenue gains show year-on-year growth

Best Apple Black Friday deals

In case you missed them, you can scroll through our pick of the top ten deals below.

Ultimate Ears Megaboom McLaren Bluetooth Speaker
From: Amazon
Was: £249.99

Apple Watch Series 3, 38mm (GPS)
From: John Lewis
Was: £279
Now: £249 (£30 off)

Apple iPhone XS Max (64GB) - Space Grey
From: Amazon
Was: £1,099
Now: £999 (£100 off)

During last month's Black Friday/Cyber Monday shopping period, B2C editorial teams across IDG Communications globally enjoyed success, delivering record ecommerce revenue and great value to readers.

SEE MORE ON PAGE 4

Also inside

IDG Board of Directors names two new members
One on one: IDC's Frank Gens on 2019 predictions
IDG Australia's Women in ICT Awards shows growth
Three employees win Pat McGovern book raffle
IDG World Update wraps up 48 years as newsletter

IDC relocates to new space in Bangalore, India with space for work, collaboration and fun.

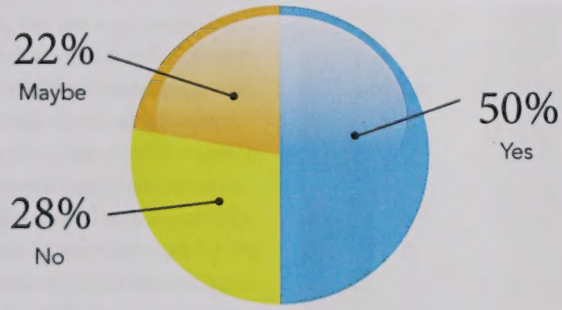
SEE MORE ON PAGE 6

IDC and IDG Communications get festive in London, Framingham, New York and San Francisco.

SEE MORE ON PAGE 10

Question of the week results

Do you plan to buy something on Black Friday this year?



Log on to www.idgcentral.com to vote on this week's question:

What do you think of smart speakers?

CLICK HERE

Tech & Marketing News from IDG

IDG Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

4 Tips for Harnessing Social Media to Win Clients and Grow Revenue (Forbes)

US Firms' Data Spend to Grow by 17.5% This Year (Marketing Charts)

Google to Invest $1 Billion in New Campus in New York City (CNBC)

Hootsuite Releases Their Take on Social Media Trends for 2019 (MarTechSeries)

The Real Impact of Data Breaches (AdExchanger)

IDG Board of Directors names two new members, creates strategy group

IDG held its final 2018 quarterly board of directors meeting in San Francisco on Nov. 15. The board approved two new directors, **Michael Perlis** and **Cameron Clayton**, effective immediately. The new board also approved establishing a Strategy Committee, which marks the official foundation of shaping IDG's strategy to accelerate growth and achieve sustainable success.

The six-hour board meeting, conducted with simultaneous interpretation, involved much open discussion and concluded with the board approving the FY19 plan and budget. The budget includes significant investment to strengthen worldwide commercial and sales resources, to improve technology infrastructure and to develop new revenue streams.

"This was a very effective and productive meeting," said **Mr. Lu,** chairman of IDG. "Our new board members have a broad range of expertise in artificial intelligence, big data, blockchain, digital media, marketing services and M&A. We are very excited to have them join the IDG Board and lend their knowledge and expertise to this organization. Since the change of ownership, we have focused on maintaining the overall stability of IDG. Thanks to the hard work by the Oceanwide International team and the IDG management team led by **Brett Liu** [IDG president and chairman of executive committee], **Kirk** [**Campbell**, IDC president & CEO], **Ram** [IDG Communications President Kumaran Ramanathan] and **Donna** [**Marr**, IDG Corporate VP/Chief Account Officer], I am pleased that we have achieved a smooth transition and stable financial results."

(L-R): Owen Wang, Xifang Zhang, Minghai Li, Hugo Shong, Kumaran Ramanathan, Walter Boyd, Michael Perlis, Chairman Lu, Cameron Clayton, Jeffrey Rayport, Brett Liu, Kirk Campbell and Donna Marr.

"To adapt to changing market environment and realize the full potential of the IDG brand and quality content, it is essential that we evolve our business model to be more flexible, agile and efficient," Chairman Lu added. "We look forward to innovating new services and delivery platforms in our existing businesses as well as to tapping into adjacent market segments both organically and inorganically. 2019 is a very important year to embrace changes, intensify efforts and build a foundation for sustainable double-digit growth."

"I am pleased that the three-year investment plan and budget for IDC and IDGC were both approved as proposed, which demonstrates strong supports from the board," said Brett Liu. "I believe this will position IDG well for continued innovation and success."

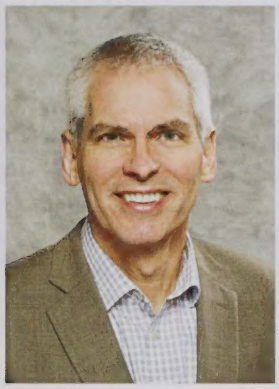
The board members later visited Oceanwide Center (photo below), featuring two skyscrapers under construction that offer 2.4 million square feet of mixed-use real estate in downtown San Francisco, which is estimated to complete by 2021. ■

OneonOne

Frank Gens

IDC

"IDC Predictions 2019: Race to Reinvent for a Multiplied Innovation World"



IDC's senior vice president and chief analyst is this week's columnist. Reach him at fgens@idc.com

"One of AI's most obvious and transformative impacts will be its increasing role as the main interface (UI) for an expanding number of apps and services."

It's great to be back again to share IDC's outlook for 2019 and beyond in the tech industry. We've published more than 40 IDC FutureScape predictions documents in the last two months — each focused on a tech sector, industry or executive role. In this column, I'll share our "uber" predictions: the trends that cut across most of the industry's many sectors and customer segments.

Last year, we noted that the IT industry has entered the second chapter of the 3rd Platform era — one defined by platforms, communities, and multiplied innovation. This year, we pick up this same storyline, but look deeper, at: "how will 'multiplied innovation' actually happen?" and "what do we need to do about it?"

Looked at together, our predictions describe what is really a "race to reinvent" — the economy, industries, businesses, IT architectures, innovation tools and methods, user interfaces, trust mechanisms and the IT industry structure itself — to be ready for the onrushing digitizing economy. Here's what we see ahead:

1. Digital Urgency. By 2022, over 60% of global GDP will be digitized with growth in every industry driven by digitally-enhanced offerings, operations, and relationships. Business leaders in every enterprise must put digital transformation at the top of their priority list. Businesses that fail to transform their offerings and their operations will find themselves competing for a progressively shrinking share of their marketplace.

2. Digital-Native IT. By 2023, 75% of all IT spending will be on 3rd Platform technologies, as over 90% of all enterprises build "digital native" IT environments to thrive in the digital economy. Near-ly half of enterprises recently surveyed indicated that they are "digitally determined," meaning they've already determined to develop an integrated digital strategy and architecture that mimics that of "digital native" organizations: cloud-centric service delivery, leveraging agile/DevOps prac-tices, plugged into digital innovation platforms/communities, and focused on integrated data man-agement and monetization.

3. The Edge. By 2022, over 40% of organizations' cloud deployments will include edge computing, and 25% of endpoint devices and systems will execute AI algorithms. A massive expansion in "digital reach" is underway as cloud infrastructure, and enterprise applications and services, shifts out to edge locations with proximity to devices (sensors, phones, cameras, etc.) and data sources. AI services will be among the first — and most transformational — of public cloud capabilities distributed across the edge.

4. Cloud-Native App Architecture. By 2022, 90% of all apps will feature microservices architectures that improve the ability to design, debug, update, and leverage third-party code; 35% of all production apps will be cloud-native. The digital economy's requirement to deliver high-quality applications at the speed of business is driving the shift to "hyperagile apps" — highly modular, distributed, continuously updated, and leveraging cloud-native technologies such as containers and server-less computing. Combined with agile/DevOps approaches and methodologies, enterprises can dramatically accelerate their ability to push out digital innovation — at 50 to 100 times (or more) the frequency of traditional approaches.

5. New Developers. By 2024, a new class of professional developers producing code without cus-tom scripting, will expand the developer population by 30%, accelerating digital transformation. Hard pressed to deliver digital solutions with increasing frequency, organizations will turn to a new class of developers that leverages visually guided development tools, low code development plat-forms, no code development platforms, and model-driven development tools to create and refine digital solutions. By 2024, this new class of developers will expand the global developer population by nearly one-third.

6. App Explosion. From 2018 to 2023, through new tools/platforms, more developers, agile meth-ods, and lots of code reuse, there will be an unprecedented app explosion: 500 million new logical apps will be created, equal to the number built over the past 40 years. This explosion in app and services development and deployment pace and scale is the product of the shift to hyperagile app technologies, architectures, and methodologies and the expansion in the developer population enabled by lo/no-code tools. The ability to accelerate digital innovation volume and pace will be the most critical new benchmark for organizations competing in the digital economy.

7. Specialization/Verticalization. By 2022,

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IDGC's Black Friday/Cyber Monday affiliate revenue gains show big year-on-year growth

Over the recent Black Friday/Cyber Monday weekend (Nov. 23-26) B2C editorial teams across IDG Communications enjoyed stellar success, delivering record ecommerce revenue and great value to readers.

Editors hunt down the best-value deals and present them in a variety of formats to readers across all platforms. Reviews and buying guides are refreshed and updated to provide independent advice on the products deal-seekers consider. And when readers click a link and make a purchase from one of the stories, IDGC makes a commission.

That e-commerce revenue, as well as the advertising revenue that comes from bumper audiences, means that the Black Friday weekend is the most valuable time of the year for the company's B2C publications.

"It's hard work that takes months of planning, with editors spending long hours identifying deals on good products that offer genuine value and building credibility and search ranking around key stories," said U.S & U.K. Editorial Director **Matt Egan**. "This is especially difficult for the U.S. team that has to squeeze the work around the Thanksgiving holiday."

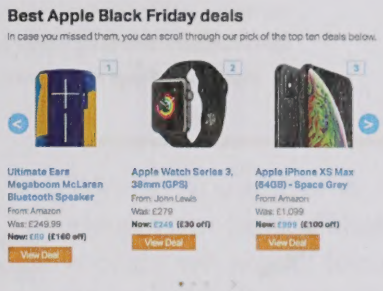
The San Francisco team doubled its revenue on the same period in 2017 and also saw good year-over-year gains on traffic to PCWorld, Macworld and TechHive.

"If Black Friday has taught us anything, it's that every year we find new, previously uncharted paths to success," said B2C Editor-in-chief **Jon Phillips**. "This year, our coverage of a 23andMe discount [ancestry DNA testing] reaped huge page views and affiliate commissions. We also got amazing traction with deals on Apple gear and Android devices — product categories that weren't big producers for us this time last year. Credit goes to Reviews Editor **Alaina Yee**, who leads our Black Friday effort, along other U.S. editors. They aggressively surfaced legitimate deals for products that our specific readers care about. And you can't fake that — you have to do your homework. We're particularly pleased with our 100% increase in affiliate commissions because so many competitors are jumping into Black Friday deals coverage, and we're all fighting for the same reader eyeballs."

Yee said their results are "a testament to how nimble and dedicated our team is, since Black Friday and Cyber Monday always play out differently from year to year. There were new shifts in the timing of deals, but we kept up and captured some big wins."

The B2C team in London broke last year's record revenue figure generated across the U.K., French and Spanish B2C publications. To build on last year's success, IDG U.K.'s Tech Advisor Group created more deals articles for 2018 — close to 80 — that the team updated in the days prior Black Friday and beyond. They also made sure that the buying guides and group tests were up to date, which led to a big boost in traffic.

"We found that people began buying much earlier this year, with the first spike happening the Friday before, so while our revenue from the day itself appears to be almost identical to Black Friday last year, the days surrounding it are significantly up year-on-year," said Ecommerce Editor **Ashleigh Macro**. "Amazon sales and orders in the U.K. were actually a bit down YOY, but other retailers were much improved, indicating that readers are beginning to look beyond Amazon for deals."



IDG U.K. found that readers were taking advantage of deals earlier in the buying season than last year.

IDG Sweden also found that the week before Black Friday had stronger sales than ever, and Swedish readers interest during the sales period itself was at an all-time high. For the 12 articles containing deals on various product categories — such as headphones, TVs, computers and video games — traffic was up 55% over last year's deals articles. Year-on-year, affiliate links revenue was up 81% on Black Friday itself, up 105% during Black Friday week, and up 21% on Cyber Monday.

That success was a team effort, noted Engagement Editor **Evelina Galli**. "The rest of our editorial team helped me advertise our deals articles with newsletters, pushes and personalized banners on our sites. This helped us keep all of our articles top ranked on Google. The international affiliate teams have also been a huge help; I modeled our efforts on way they covered Black

continued on page 5

continued from page 4

Black Friday

Friday."

IDG Poland's review of the most popular air purifiers led them to a large group of new readers interested in the smart home and household appliances. Along with strong editorial focused traditional consumer tech products, the company tripled its third-party income and increased its traffic more than 50% compared with 2017. "The increase in traffic volume and the addition of sticky banners gave us higher revenue in display advertising (direct and programmatic), said CIO **Krzysztof Cegliński**. Also in November, Google Pay had a big advertising campaign (outdoor, TV, internet) that we participated in thanks to work done by IDG Global Solutions Program Coordinator **Philip Suller**."

IDG Germany's included ecommerce as well as two new pillars: hybrid partnerships and content marketing, making Cyber Week the most successful it has ever had by far, said Online Editor-in-Chief **Christian Löbering**. Ecommerce again focused on Amazon, where the team improved its Amazon Deal Cruncher tool and article integration to fit the desktop, mobile and the AMP-version of the webpages. They updated the "Best Amazon deals" article each day and added daily articles on best deal by category and articles about highlighted products being discounted.

The hybrid partnerships were with big German tech retailers such as Media Markt and Saturn. This kind of partnership, created by Business Development Manager **Moritz Kaiser**, is split into two branches, one fixed fee plus the regular performance share. "These retailers are aware of Amazon's dominance and understand that they will not get much coverage from the media while trying to stick with the pure performance model," Löbering said. "The content is entirely independent, but IDG aims to hit the client's KPI of growing both brand visibility and affiliate results."

Content marketing included section sponsoring, sponsored posts, Instagram (shopping) and YouTube. In terms of clients, Dell booked nearly the same Black Friday campaign as in the U.K., and Nvidia did a lot of influencer marketing with IDG Germany. In November and December there was a "Deals from Hell powered by Nvidia" series, where Team Hölle (IDG Germany's YouTubers from the Machine From Hell program) promoted the best Nvidia deals from different etailers.

Even though affilliate links are still a small revenue source for IDG Benelux, the business unit is steadily gaining income, said Editor **Donovan Kerssenberg**. The company had much better results this year for Black Friday, Cyber Monday and Sinterklaas, a local shopping week that began Nov. 30 and is a much more popular retail period. Total revenue via Amazon Germany, Trade Tracker and Bol was 47,486 euros (US$54,155) while in 2017 the only partnership was with Bol (2017 revenue was 10,468 euros ($11,938).

"I am immensely proud of the efforts of our brilliant B2C editorial teams across the globe," Egan said. "Not only did they work extremely hard and generate huge amounts of revenue, but their assiduous attention to reader value and quality means that we truly served our audience. I love that the approach differs subtly from region to region, and publication to publication, even as the same values remain. And every year the international teams work together more closely in a spirit of mutual support and collaboration."

"IDG pioneered the strategic focus on affiliate events such as Black Friday, and our revenue keeps growing despite most publishers and top online retailers making this an incredibly competitive space," said **Simon Jary**, publishing director, U.S. and U.K.

"Overall e-commerce revenue for IDGC consumer groups saw an uplift of over 50% over last November, at $717,000 for the month. Alongside hard work and smart thinking, some of this success is due to the process of sharing best practices between the groups," he added.

"While November is always our best affiliate month, we are all focused on maintaining regular e-commerce growth throughout the year, on the back of our success during this peak period."
-- *Simon Jary*

"While November is always our best affiliate month, we are all focused on maintaining regular e-commerce growth throughout the year, on the back of our success during this peak period."

"One great indicator of this is our diversification of e-commerce sources — for example, IDG U.S.' success with DNA testing kits — built on some excellent in-depth content by PCWorld/Macworld Staff Writer **Dieter Holger**. Amazon is still the affiliate beast, but it actually represented under 40% of all e-commerce revenue this year.

"We look forward to a great finish to 2018, and an even brighter future in 2019." ■

noteworthypeople

New employees

McQuain

Bill McQuain, based in Bellevue, Wash., joins **IDC** as VP/Sales. He was previously vice president of consulting at Nayamode, a boutique consulting firm, and previously spent 18 years during two stints at Microsoft working on early-stage start-ups. Bill got his initial software development training in the Air Force. He's an avid golfer, hiker, snowboarder and fan of all things outdoors. bmcquain@idc.com

Wanyeri

IDG Corporate welcomes **Maryanne Wanyeri** as senior manager, Reporting & Technical Accounting. She was recently a consultant at RH Management Resources. Maryanne has a master's in finance from Brandeis University's International Business School and enjoys family time at home, especially doing arts and crafts with her two toddlers and teaching them how to swim. maryanne_wanyeri@idg.com

PETER SHORT
Maddox

Research Manager/Content Strategies Program **Marci Maddox** joins **IDC** from IBM, where she was global portfolio manager, Industry Select ISVs for Watson and Cloud Platform. She has a bachelor's degree in computer science from the University of Texas in her hometown of Austin and an MBA in e-business from St. Edward's University, also in Austin. Marci enjoys reading, gardening, cycling and Pinterest projects and just completed her 10th triathlon. mmaddox@idc.com

PETER SHORT
Hamel

Most recently a senior analyst at Technology Business Research, **Jennifer Hamel** is **IDC**'s research manager, Analytics and Intelligent Automation Services. She has a B.A. in history from Mount Holyoke College in South Hadley, Mass., and a J.D. from the University of Maine School of Law. An avid hiker, Jen is working her way through the 48 4,000-plus-foot peaks in her home state of New Hampshire and summitted the tallest, Mount Washington, in August. jhamel@idc.com

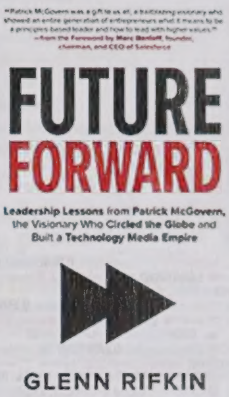
PETER SHORT
West

IDC Senior Analyst **Heather West** was recently a senior research analyst for the Massachusetts Executive Office of Public Safety and Security's Homeland Security Division. She as a B.S. and an M.S. in criminal justice from Northeastern University in Boston and a PhD in criminology and criminal justice from the University of Maryland at College Park. Heather coaches her sons' grade 1 and grade 3 soccer teams and enjoys working out, camping and hiking – including a climb up the Precipice Trail at Acadia National Park this summer despite a fear of heights. hwest@idc.com

Share your news, suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to share news about what their group or department is up to. Suggest someone who could author an article about their area of expertise. Pass along the name of an office mate with an interesting hobby or volunteer activity. Ideas for new content are always welcome. Write to world_update@idg.com.

Three employees win Pat McGovern leadership book raffle



Thanks to all who entered the raffle to win a free copy of *Future Forward: Leadership Lessons from Patrick McGovern, the Visionary Who Circled the Globe and Built a Technology Media Empire* by Glenn Rifkin.

All correct entries — answers could be found in the downloadable first chapter — were entered into a random drawing, and the winners are **Erin Johnston** (IDC California), **Carolyn Johnson** (IDC Framingham) and and **Peter Sayer** (IDG Communications, based in Paris). Each will receive a signed and personalized copy of the book by the author.

Here are the answers:

1. What is the title of the first chapter? (Catalyst for the Future)

2. What year did Pat first read "Giant Brains, or Machines That Think?" (1953)

3. Where was Pat when he met MIT alumni who encouraged him to apply to the school? (A science fair)

4. How many years did Pat work at Computers and Automation? (Eight as full-time publisher)

5. Who impressed then-college student Pat McGovern about the importance valuing employees and "putting people first"? (Thomas Watson Sr.)

6. How many companies did Pat target in his first International Data Corporation business proposal? (20)

7. How much was a subscription to The EDP Industry and Market Report (i.e., The Gray Sheet)? ($49/year)

8. How many pages was the first issue of Computerworld? (12)

Listen to Future Forward interviews

A variety of media outlets have interviewed author Glenn Rifkin about the book. Among others, check out this podcast from NPR's Here and Now, and episode #81 of Download, hosted by former Macworld Editori-in-chief Jason Snell.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

36
Rick Ciliberto *IDG Communications*

35
Birgit Götz *IDG Germany*

31
Karen Timons *IDC*

30
Donna Fraser *IT World Canada*

29
Susan Middleton *IDC*

28
Seanna Maguire *IDC*

27
Karen Wilde *IDG Communications*
Kristen Kim *IDG Corporate*
Patrick Gorman *IDC*
Gabriella Meijnckens *IDG Netherlands*

26
Maryfran Johnson *IDG Communications*

25
Marc Ferranti *IDG Communications*

24
Tim Greene *IDG Communications*
Michelle Tompkins *IDG Communications*
Sabine Meyer *IDG Germany*

23
Janis Dempsey *IDC*
Pavel Kraml *IDG Czech Republic*

22
Tehmasp Parekh *IDC Australia*

21
Joseph Howard *IDC*
Ludovic Poussier *IDC France*

20
Ellie St. Louis *IDG Communications*
Francis Hare *IDC*
Karin Lindström *IDG Sweden*
Laura Hilliard *IDG Global Solutions*

19
Daniela Cimino *IDC*
Katja Schmalen *IDC Germany*
Snjezana Popovic *IDG Germany*
Neil Bennett *IDG U.K.*
Suzanne McMillen *IDG Communications*

18
Lucas Mearian *IDG Communications*
John Cooney III *IDG Corporate*
Ellen Hughes *IDC*
Kevin Kane *IDC*
Isabella Tillmann *IDG Germany*
Joachim König *IDG Germany*
May Fung *IDC Hong Kong*

17
Melissa Riofrio *IDG Communications*

16
Andreas Strauch *IDC Germany*
Fung-Yee Tang *IDC U.K.*

15
Duncan Newell *IDG Communications*
Michael Hennessey *IDC*
Jeanne Lee *IDC*

14
Johanna Himes *IDG Communications*
Shinji Kozaki *IDC Japan*
Kenichi Kusano *IDC Japan*

13
Nandish Eregowda Hoothagere *IDC CCR*
Karen Massey *IDC*
Lisa Kue-Miya *IDC*
Martin Horcicka *IDC CEMA*
Neli Vacheva *IDC Bulgaria*
Andrew Widjaja *IDG Australia*
Lisa Kerber *IDG Communications*

12
Manjunath Siddaiah *IDC CCR*
Karsten Weide *IDC*
Romelle Herring *IDC*
James Lee *IDG Global Solutions*
Eileen Smith *IDG Corporate*

11
Phuyong Hang *IDC*
Zoe Crowder *IDC*
Jacklyn Kliem *IDC*
Elaina Stergiades *IDC*
Zeynep Kilic *IDC Turkey*
Lorenzo Veronesi *IDC U.K.*
Presh Costales *IDG Communications*
Belen Alemañy *IDC Argentina*

10
Marcus Torchia *IDC*
Gary Chen *IDC*
Evelyn Gonzalez *IDC*
James Stone *IDC*
Cherry Yumul *IDG Australia*
Carla Schäfer *IDG Germany*

9
Byoung-Jik Lee *IDC Korea*
Shirley Shalev *IDC Israel*
Ali Shareef *IDG Connect*
Chamanpreet Kahlon *IDG Connect*
Bhavna Verma *IDG Communications*

8
Himansu Tripathy *IDC CCR*
Ragupathy Vellappa *IDC CCR*
Thomas McDonald *IDG Communications*
Sherri Reardon *IDG Communications*
Hack Warrensford *IDG Communications*
Rick Currier *IDG Communications*
Michael Nadeau *IDG Communications*
Sandra Misovski *IDC Germany*
Miguel Mateo *IDC Spain*
Robert Brothers *IDC*

7
John Wainwright III *IDC*
Andrew Ferris *IDG Communications*
Michelle Davidson *IDG Communications*
Estrelieta Aguba *IDC Egypt*
Maringo Vlijter *IDG Benelux*
Claudia Medina *IDC Mexico*

6
Linn Huang *IDC*
Matthew Wisniewski *IDC*
Warren Shiau *IDC Canada*
Brad Casemore *IDC Canada*
Byron Halbower *IDG Communications*
Julie Rogers *IDG Communications*
Markus Ekberg *IDG Sweden*
Tetsuya Maruyama *IDC Japan*

5
Emily Hanoian *IDG Communications*
Rachel Lavallee *IDG Communications*
Michael Toney *IDG Communications*
Vasily Agapov *IDC Russia*
Andrea Kosova *IDC CEMA*
Dalibor Vanicek *IDC CEMA*
Jaroslav Kacer *IDC CEMA*
Lisa Borthwick *IDC U.K.*
Vicky Bentley *IDG U.K.*
Lisa Liu *IDG China*
Aleksandra Zygarska *IDG Poland*
Sandra Schmitt *IDG Germany*
Eva Hesse *IDG Germany*
Linda Li *IDG China*

4
Phillip Goodwin *IDC*
Bryan Bassett *IDC*
Anthony Scarsella *IDC*
Wynette Outland *IDC*
Andrea Loziuk *IDC Canada*
Ameera McNeal *IDG Communications*
Sagar Patade *IDG Communications*
Wale Babalola *IDC Middle East & Africa*
Lior Fried *IDC Israel*
Olga Lobova *IDC Russia*
Merveil Varghese *IDC Middle East & Africa*
Archana Venkatraman *IDC U.K.*
Miles Dawson *IDC U.K.*
Preya Shah *IDG Global Solutions*
John Feler *IT World Canada*

3
Maggie Xie *IDC China*
Meenu Simon *IDC CCR*
Anastasia Antonova *IDC New Zealand*
Lee Hoon Toh *IDC Singapore*
Jeanne Keefe *IDC*
Robert Palmer *IDC*
Carrie Solinger *IDC*
Marianne D'Aquila *IDC*
Kevin Prouty *IDC*
Henry Lloyd *IDG Communications*
Komal Daryani *IDG Communications*
Katherine Stevenson *IDG Communications*
Katya Nekhaeva *IDG Communications*
Sam Milton *IDG Corporate*
Jan Alexa *IDC CEMA*
Yana Frolova *IDC Russia*
Alena Ruziene *IDC CEMA*
Hannah Dowie *IDC U.K.*
Manvinder Chana *IDC U.K.*
Lea Charlery *IDC U.K.*
Helena Schwenk *IDC U.K.*
Alison Close *IDC*
Cathy Kelly *IDC*
Donovan Kerssenberg *IDG Netherlands*
Ida Sjöström *IDG Sweden*

2
Yue Chen *IDC China*
Bin Shen *IDC China*
Anuj Agrawal *IDC CCR*
Srinivas Sameer Javvadi *IDC CCR*
Harshal Udatewar *IDC India*
Mohsin Shaikh *IDC CCR*
Erica Hartnett *IDG Communications*
Michael Simon *IDG Communications*
Zuzana Grelova *IDC CEMA*
Danielle Hernandez *IDC Germany*
Yali Liu *IDC U.K.*
Erin Cushing *IDC*
Rajesh Ghai *IDC*
Christopher Webber *IDC*
Philip Suller *IDG Global Solutions*
Anna Olsson *IDG Sweden*
Beatriz Andrade *IDC Brazil*
Marcos Blois *IDC Brazil*
Isabel Barandiaran *IDC Peru*
Phani Ganti *IDG Australia*
Eric Wood *IT World Canada*
Mandy Kovacs *IT World Canada*
Caroline Hagl *IDG Germany*
Bettina Lankes *IDG Germany*
Eteri Manousaridou *IDG Germany*
Sunny Chen *IDC China*

1
Bella Yang *IDC China*
Amit Malhotra *IDC India*
Priyanka Seelam *IDC CCR*
Steven D'Alfonso *IDC*
Jason Leigh *IDC*
Kyle Robert *IDG Communications*
Scott Bowden *IDG Communications*
Courtney Crouse *IDG Communications*
Cristina Pepato *IDC Italy*
Giulia Carosella *IDC Italy*
Foivos Skalidis *IDC Italy*
Amit Mahabob *IDC Sweden*
Sara Macedo *IDC U.K.*
Jacqueline Karibo *IDC U.K.*
Bianca Di Liscia *IDC U.K.*
Steven Branney *IDC U.K.*
Arun Garcha *IDC U.K.*
Shannon Kalvar *IDC*
Luciano Saboia *IDC Brazil*
Cesar Mundaca *IDC Chile*
Aleem Mohamed *IT World Canada*
Alex Coop *IT World Canada*
Kazuto Terada *IDC Japan*
Maha Abdulkareen *IDC Saudi Arabia*

IDG World Update wraps up newsletter format after 48 years

The Nov. 19 issue of IDG World Update included the news that the PDF edition of the company's long-running newsletter will no longer be published after December 2018. The reasons for that are many. Plans are in the works to replace the platform that currently supports IDG Central — the company's intranet — and time is needed for that. Moreover, it's been a duplication of effort to post the same content in the PDF as well as online on IDG Central. IDG needs to focus its online employee communications efforts on a mobile-friendly platform with a modern design and collaborative and interactive capabilities.

A survey will be sent to employees in early 2019 to gather feedback into what kinds of content might be included on the new intranet, which will launch in the first half of 2019. In the meantime, employees will still receive a periodic mailing with links to company news and features on the current IDG Central platform.

IDG World Update started out as The Monday Morning Report, which IDG founder Pat McGovern typed out in 1970 to keep the staff of his growing company apprised of new hires, product launches and ongoing projects. The newsletter has had many editors and formats over the years, but one element has remained consistent: it has tried to create a sense of community within IDG's far-flung empire. While the PDF edition may have concluded, that same goal will continue as the new intranet takes shape.

Might the IDG World Update name — though not in PDF form — live on in the new era? Not yet determined...what do you think? Write to world_update@idg.com.

1979

1987

1990

2002

continued from page 3

One on one

25% of public cloud computing will be based on non-x86 processors (including quantum); by 2022, organizations will spend more on vertical SaaS apps than horizontal apps. Multiplied innovation means the number of use cases that can be served by IT will expand significantly, which creates a wider variety of specialized IT needs. At the infrastructure level, the parallel processing requirements of AI is driving processor heterogeneity. Similarly, or-ganizations are choosing vertically specialized SaaS applications nearly twice as often as horizontal applications.

8. AI = the New UI. By 2024, AI-enabled user interfaces and process automation will replace one third of today's screen-based apps. By 2022, 30% of enterprises will use conversational speech tech for customer engagement. One of AI's most obvious and transformative impacts will be its increasing role as the main interface (UI) for an expanding number of apps and services. At the same time, AI-driven process automation is being utilized to streamline and replace human tasks that are often based on existing B2B and B2C applications. Conversational and other AI-powered interfaces will increasingly become the norm.

> "Business leaders in every enterprise must put digital transformation at the top of their priority list."
> -- *Frank Gens*

9. Pervasive Security. By 2022, 50% of servers will encrypt data at rest and in motion; over 50% of security alerts will be handled by AI-powered automation; and 150 million people will have blockchain-based digital identities. Security and trust are poised to expand to meet the demands of multiplied innovation. A variety of next generation offerings will bring enhanced trust for data (via per-asive encryption) and digital identities (registered on blockchains), as well as real-time threat management that leverages analytics, machine learning, and other data science models.

10. Multicloud Rising. By 2022, the top four cloud "megaplatforms" will host 80% of IaaS/PaaS deployments, but 2024, 90% of G1000 organizations will mitigate lock-in through multi- and hybrid cloud technologies and tools. Over the next four to five years, enterprises will embrace integrated hybrid/multicloud tools and strategies to support different applications and use cases. Lack of an integrated strategy will result in suboptimal resource allocation, limited access to best-available technology innovations, longer problem identification and resolution times, and limited vendor leverage. ■

New IDC Turkey event

More than 400 individuals from the IT community attended IDC Turkey's Nov 28 event, the Women in Technology Awards and Conference, in Istanbul. Read about it here on IDG Central.

IDG offices host holiday festivities

IDG Communications' New York City office hit the lanes at Bowlmor in Times Square.

IDC Framingham's holiday tradition includes employee-donated gifts to SMOC, a local organization that benefits families in need.

***Lise Fracalossi** was one of many IDG Communications' employees who created holiday cards for patients at Children's Hospital in Boston during the holiday party in Framingham, Mass.*

*IDG Global Solutions' **Christian Drake** and IDG Communications/International **President York von Heimburg** look extra festive at the IGS party in London.*

*(L-R): **Brooke Giroux**, **Mark Anderson**, **Debi Vozikis**, **Pauline Boyle** and **Rick Ciliberto** at the IDG Communications party at Temazcal Tequila Cantina in Framingham. More photos here.*

Thanks to the many employees who contributed story ideas, submitted articles and columns, took photos and otherwise assisted with making IDG World Update possible this year. Wishing everyone a happy, healthy 2019.

Employees at IDG Communications' 501 Second St. office celebrated at The Alchemist in San Francisco. More photos here.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Patricia Smith 781-766-5381
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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDGC hosts Security Breakfasts

CSO Publisher Bob Bragdon addresses tech marketing professionals in Waltham, Mass.

SEE MORE ON PAGE 2

Also inside

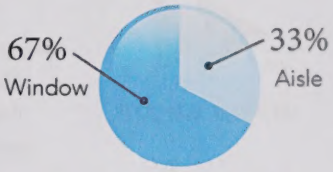
One on one: IDC research director, Worldwide Blockchain Strategies James Wester

IDG U.K. nominates first star award winners

Raffle offers chance to win Pat McGovern-inspired leadership book

Question of the week

Airplane seat: aisle or window?



Go to IDG Central for this week's question:

Black Friday: do you plan to buy something?

A note from the editor

Goodbye, IDG World Update PDF; hello, new intranet

The last several years have seen a lot of positive changes and new initiatives at IDG globally, and beginning early next year, IDG's intranet will be upgraded as well. Along with a new platform for IDG Central there will be a change in how company news, features and other content is delivered to employees.

IDG recently partnered with a new vendor to begin planning a platform that will be mobile-friendly, with a modern design and collaborative and interactive capabilities. Improvements will include a better people directory, team areas for employees who have common interests or need to collaborate on projects, and the potential to integrate select business platforms and applications into the intranet for a more centralized digital workplace.

Employees at IDG Communications, IDC and IDG Corporate who have suggestions about what kinds of content or functions they'd like to see on the site can write to idgcentral@idg.com. Additional outreach will be forthcoming over the next few months.

Until now, IDG World Update content has been distributed as a PDF newsletter and included in the news section of IDG Central. It has been a time-consuming duplication of effort to write, edit and format a PDF and rework the text and photos for the intranet pages. And, given IDG's positioning as a digital-savvy company, this is the time to focus on improving the employee communications platform and the content on it. As a result, the last issue of the IDG World Update PDF will be at the end of December.

During the next few months, while VP/Global Training & Development Laurie Butson and I lead the planning for the new intranet, new content will appear periodically on IDG Central. As in the past, email notifications with links to the new content will continue to appear in your in-box, though not on a regular schedule.

Thank you in advance for your patience as we plan for a robust intranet platform. The goal is to enable all IDG employees to continue to be informed about company news, engage more easily with each other online and have access to the resources they need to feel connected to the organization and help them continue to make IDG a great company to work for.

— Patricia Smith, editor, IDG World Update/IDG Central

IDGC holds Security Breakfasts in Calif.,

*CSO Publisher **Bob Bragdon** addresses the gathering in Waltham, Mass.*

More than 50 tech marketers joined IDG Communications U.S. for its annual Security Priorities Breakfasts on Nov. 8 in Palo Alto, Calif., and Nov. 14 in Waltham, Mass. During the breakfast meetings CSO Publisher Bob Bragdon presented recent security priorities research and shared insights gleaned from his CSO dinner series with clients. "Beyond the presentation, this was a great opportunity for our sales team to have face-to-face conversations with their clients, and several follow-up meetings are already on the books," said IDGC Marketing Director **Lynn Holmlund**.

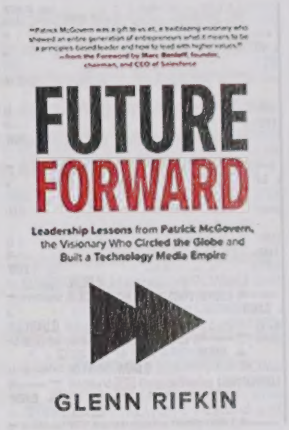
IDG Australia's channel brand co-hosts event to watch The Melbourne Cup

*IDG Australia's ARN team at the Sydney watch party, included, among others (l-r): **Eduardo Silva**, commerical director/Channel Asia and account director/ARN; **Eleanor Dickinson**, journalist; **Cherry Yumul**, associate publisher Reseller News New Zealand and sales director/channel APAC; **Jackson Raddysh**, sales and marketing support, ARN; **Julia Talevski**, senior journalist; **Blayne Reilly**, account manager.*

Every year ARN partners with Australia's largest tech distributor, Dicker Data, to host an industry party to celebrate The Melbourne Cup. This annual horse race is the biggest of its kind in Australia and throughout the country the nation stops to watch the race amidst festivities complete with hats and champagne. This year ARN co-hosted 360 glamorous guests for a networking event at The Ivy, an expansive multi-purpose venue in Sydney.

Enter this raffle for a chance to win the McGovern leadership book

You've heard about it, and now is your chance to win a free copy of Future Forward: Leadership Lessons from *Patrick McGovern, the Visionary Who Circled the Globe and Built a Technology Media Empire* by Glenn Rifkin.



Here's how: go to the book's companion website and read the downloadable first chapter (it's brief). Send the answers to the eight (easy) questions below, along with your name, title and business unit, to world_update@idg.com by Nov. 30.

All correct answers will be entered into a random drawing for three copies of the book that will be signed by the author and personalized.

Good luck!

1. What is the title of the first chapter?

2. What year did Pat first read "Giant Brains, or Machines That Think?"

3. Where was Pat when he met MIT alumni who encouraged him to apply to the school?

4. How many years did Pat work at Computers and Automation?

5. Who impressed then-college student Pat McGovern about the importance valuing employees and "putting people first"?

6. How many companies did Pat target in his first International Data Corporation business proposal?

7. How much was a subscription to The EDP Industry and Market Report (i.e., The Gray Sheet)?

8. How many pages was the first issue of Computerworld?

See photos from the Future Forward reception and book signing in Framingham last month here.

OneonOne

James Wester

IDC

IDC's research director, Worldwide Blockchain Strategies, is this week's columnist. Reach him at jwester@idc.com.

"IDC's research is aimed at answering [the many questions about blockchain] and providing models for understanding how the technology works and can be applied to industries, verticals and use cases."

Q Simply stated, what is blockchain?

A Blockchain as it is used now is a catchall term for several different technologies, including distributed ledgers and cryptocurrencies (like Bitcoin), but they all have a few things in common. First, they are distributed databases where no one entity is responsible for housing the data, and records are held by multiple parties. Because there are multiple parties holding the data, another part of blockchain technology is the consensus protocol, a method for determining how changes to the database will be agreed to and communicated to all of the participants. With Bitcoin, the consensus protocol is called Proof of Work, but there are many protocols that balance the requirements the participants may have for scale and speed. And finally, there is the blockchain itself. The blockchain is just that: a chain of blocks of data that represent all of the changes that have been agreed to through the consensus protocol. Every time a change is made to the database, and agreed to through the consensus method, those changes are encrypted and stored in a block. The next block includes the prior encrypted block and all of the new changes. This happens with every block so that each new block contains a link to the previous block. Thus, any attempt to alter a block will affect the whole chain. That prevents anyone from tampering with the blocks and provides a permanent record of all changes that all the participants can see.

Q How is IDC sizing this technology and its potential growth?

A The IDC Blockchain Spend Guide is a forecast of incremental spend attributable to blockchain. What that means is we look at monies being spent on hardware, software and services by enterprises specifically on developing solutions based on blockchain. We group that spend by use case so that we can track the spend as it is being used to build actual products. At the moment, we have identified 16 different use cases where we can attribute spend to blockchain spanning everything from identity services to cross-border payments to supply chain. And to be clear, this is not about companies experimenting with blockchain; it is about blockchain being leveraged to solve real problems and address inefficiencies. We currently forecast that blockchain spend worldwide will reach $11.7 billion by 2022.

Q What geographic regions or countries are getting involved the quickest?

A The U.S. currently accounts for half of the world's blockchain spend. We are seeing mostly individual enterprises or small partnerships developing to build blockchain solutions aimed at cutting costs and increasing efficiency. Vendors offering solutions include enterprise software vendors, the strategy and accounting firms, and infrastructure providers that build databases, networks and storage. While the U.S. leads in spending, China, driven by the Chinese government's interest in the technology, is beginning to deploy blockchain for things like supply chain management and ensuring the provenance of manufactured goods like food and pharmaceuticals.

Q What kinds of companies or organizations are adopting blockchain technology?

A Supply chain seems to be one of the best use cases right now. For multiple trading partners to coordinate shipping, receiving and manufacturing has been an inefficient process that requires each trading partner to verify receipt of components or finished goods. Many times, that verification is simply verifying what another trading partner has already verified. With blockchain, all of the parties in an entire value chain that participate in the network can get updates to their records at the same time. That makes the process much more efficient and eliminates redundant processes.

Financial services are also seeing some uses for blockchain. For instance, remittances, which are funds sent across borders from one consumer to another, often require providers with extensive networks to handle the process. These providers can charge high fees for the service. (According to the World Bank, the average fee to send $200 across borders is more than 7%!) Networks built on top of blockchain eliminate the need for those networks as well as the cost to maintain them offering consumers along certain remittance corridors like the U.S. to Latin America to not only save money but also have faster access to their funds.

Q What are a few key issues that are top-of-mind for clients who want to tap IDC's expertise about blockchain?

A The big questions being asked about blockchain right now is how is it better than available

continued on page 4

continued from page 3

One on one

technology and what is it good for? What problems does it solve? Most discussions around blockchain are still in the theoretical stages of identifying where blockchain could make sense, applying distributed technology to everything from government IDs to trade finance. Not all of the proposed use cases will make sense over time, especially as existing technology is improved. And even where blockchain does make sense there will be additional questions about how the technology should be deployed — it's not a one-size-fits-all approach — and how will results be measured? There are also questions about how vendors will build products and business models around blockchain and distributed ledger technology. IDC's research is aimed at answering those questions as well as providing models for understanding how the technology works and can be applied to industries, verticals and use cases. We also look at how to measure the results of blockchain deployments as well as put those deployments into larger market discussions so vendors can see how they are capturing their share of this new market.

How are regulations for this technology changing?

Regulatory approaches to blockchain, like the technology itself, are still in the earliest stages, but will likely be aimed at individual use cases. Regulators will need to understand how blockchain used for financial services, identity, healthcare and other markets allows for more — or less — transparency, openness and efficiency. Many of the uses for blockchain are in tightly regulated markets like banking, telecommunications and healthcare, so regulators will be very interested in better understanding the technology going forward. Unfortunately, the earliest uses for blockchain, specifically bitcoin, were around supporting illegal activities, so regulators may initially be wary of the technology.

Can you envision any scenarios where IDC or IDG Communications might use blockchain someday?

One of the more interesting early use cases for blockchain has been in protecting intellectual property and licensing for content. Photographs, artwork, music and articles can all be tracked using a blockchain just like any other commodity. With a blockchain, any publisher like IDC or IDG Communications could allow access to syndicated research, track downloads and even prevent unauthorized access to content. ■

IDG Germany assists arts program

***York von Heimburg** meets some of the kids on one of his visits to the arts program.*

During the past 20 years, IDG Germany has been lending support to organizations in Munich that assist children who come into the country as refugees. That support has come in a variety of ways, including giving a stipend and paying for art supplies for an instructor, Elke Ritter, to organize crafts projects for the children most Saturday afternoon. IDG Germany employees have also supported the organizations through volunteering or their own financial contributions.

IDG Communications President, International **York von Heimburg** began the initiative when he was managing director of the business unit. "The kids as well as the parents like this kind of creative work because it adds some fun to their usual routines," he said.

IDC sales meetings held this month

*Group VP/GM/IDC Research Fellow **Michelle Bailey** was one of the presenters at the IDC sales meetings earlier this month. More in an upcoming issue.*

Share news, suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to share news about what their group or department is up to. Suggest someone who could author a future "One on one" column or an article about their area of expertise. Nominate a deserving co-worker for an Unsung Hero profile. Pass along the name of an office mate with an interesting hobby or volunteer activity. Ideas for new content are always welcome. Write to world_update@idg.com.

noteworthypeople

New employees

Lyscars

IDC Client Relationship Manager **Mark Lyscars** was previously an account executive at NetSuite. He has an undergraduate degree in business administration, with a focus on marketing and management, from the University of New Hampshire. Mark enjoys staying active, both at the gym and on the slopes, and traveling for pleasure, with recent stops in Quebec City and Edmonton, Alberta as well as Acadia National Park, Chicago and New York City. mlyscars@idc.com

Kanthan

Research Manager **Chris Kanthan** joins **IDC**'s Storage group in San Mateo, Calif. He was most recently a self-employed writer/author and previously was a technical marketing manager with EMC Corp. Chris has a B.S. in electrical engineering from the University of Rochester and an M.S. in the same field from Rensselaer Polytechnic Institute. He loves to travel and has been to 35 countries. ckanthan@idc.com

Almandoz

IDC Latin America Consulting Manager **Victor Almandoz** recently headed up his own business in the U.S. and before that was Latin American operations director for Splunk, Inc., in Mexico City. He has a B.A. in MIS from New York University. Victor is a reader of ancient history, a collector of old and rare books and a writer, having published a fiction novel in Spanish back in 2005. He also likes to bike and play pool. valmandoz@idc.com

IDG Communications welcomes Email Marketing Coordinator **Samuel Lo**. He was recently a digital marketing specialist at Invoke Solutions, a market research agency. A loyal Boston sports fan with a special passion for basketball, Samuel has a B.S. in broadcast and digital journalism from Syracuse University. He's also a new dad in need of a good night's sleep. samuel_lo@idg.com

Lo

Benefits Administrator **Jayne Lavoie** comes to **IDG Corporate** from Landry's Bicycles, where she was the HR and accounting manager for the past 12 years and has held similar roles at other companies during her career. She enjoys going to concerts, watching the New England Patriots — with a road trip to Nashville this month — and spending time with her fiancé, son, friends and cat Riley. jayne_lavoie@idg.com

Lavoie

Transfers

Previously account director at IDC Benelux, **Jerry van Ommeren** has joined **IDG Benelux** as director, Research & Insights. He will be part of the business unit's management team, sharing his experience in the local market – more than 21 years with IDC – with the goal of helping IDG Benelux enter into stronger strategic partnerships faster. "The ability to work with the great local team, whom I have known and worked with over the years, provides a great opportunity to be able to translate the requirements of the clients into concrete projects," he said. jvanommeren@idg.nl

van Ommeren

Send Noteworthy information to world_update@idg.com.

WORLD UPDATE

IDG U.K. introduces quarterly Star Awards

*(L-R): Receptionist **Denise Dye**, Senior Ad Ops Campaign Manager **Richard Clarke**, Online Editor **Cristina Lago** at IDG U.K.'s Euston Road office in London.*

IDG U.K. recently held its quarterly Town Hall meeting, which mainly covered feedback from the Engage Employee Survey along with FY18 year end results. The management team also introduced the first IDG U.K. Star Awards.

For the quarterly program, each member of staff nominates one colleague who goes above and beyond as a colleague and friend. Employees are encouraged to think about more than professional performance and highlight coworkers who always go the extra mile. Being helpful and contributing to making IDG such a great place to work are the only criteria that count.

Two very deserving team members — Receptionist **Denise Dye** and Online Editor **Cristina Lago** — were recognized as highly commended, and each received a £50 (US$65) Amazon voucher. Senior Ad Ops Campaign Manager **Richard Clarke** was the overall winner and received a £100 ($130) Amazon voucher.

Fay Harward, executive assistant to the CEO and managing director, coordinated the awards program. "The team wanted to recognize some of the unsung heroes who make IDG U.K. a special place to work," she said. "Everyone really bought into it, and it was inspiring to read all of the kind and thoughtful nominations." ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Jose Luis Diaz *IDG Spain*

27
Megan Santosus *IDC*

26
Martin Kybal *IDG Czech Republic*

24
Eric Sheppard *IDC*

23
Ricardo Sampaio *IDC Brazil*

22
Mario Morales *IDC*

21
Cindy Reed *IDG Corporate*

20
Amy Kelly *IDC*

19
Geoff O'Connor *IDG U.K.*
Annelise Fortier *IDG Corporate*
Maggie Tan *IDC Malaysia*

18
Shane Hannam *IDG Global Solutions*
Mats Brandon *IDG Sweden*
Fabio Rizzotto *IDC Italy*
Hans Dirscherl *IDG Germany*

17
Thomas Jank *IDG Germany*

16
Moira Keating *IDC*
Patricia Henderson *IDC*
Vera Vorobjova *IDC Russia*

15
Matt Egan
IDG Communications U.S. & U.K.
Christian Löbering *IDG Germany*
Patrick Burke *IDG Corporate*

14
Charles Harris *IDC*
Renata Bevilacqua *IDC Brazil*

14
Eduardo Caceres *IDC*

13
Stacy Crook *IDC*
Joseph Pucciarelli *IDC*
Ronita Bhattacharjee
IDC Middle East & Africa
Paul Crew *IDC U.K.*
Mirja Wagner *IDG Germany*
Jim Malone *IDG Communications*

12
Anthony Beebe *IDC*
Daniel Zegarra *IDC Peru*
Trine Borve *IDC Denmark*
Svetlana Lovric *IDC Germany*
Deb Begreen *IDG Communications*

11
Adelaide Sibbald *IDC*
Lidice Fernandez *IDC*
Nevin Cizmeciogullari *IDC Turkey*
Petr Zizka *IDC CEMA*
Stefan Huegel *IDG Germany*
Christopher Morris *IDC Australia*

10
Benjamin Schischka *IDG Germany*
Armin Weiler *IDG Germany*
Tim Brunt *IDC Canada*

9
Johnny Högdahl *IDG Sweden*

8
Rania Mustafa Hanafi
IDC Middle East & Africa
Nissi Jang *IDG Korea*
Rob Grant *IDG U.K.*
Takuya Uemura *IDC Japan*
Alexandrina Boariu *IDC U.K.*
William Zhang *IDC China*

7
Marija Cmomut *IDC Serbia*
Andries Lombaard *IDC South Africa*
Ash Patel *IDG U.K.*
Cintia Gomez *IDC Mexico*
Timoteo Figueiro *IDC Portugal*
Tomasz Bitner *IDG Poland*
Regina Böckle *IDG Germany*
Iris Whalen *IDG Corporate*
Radha Kaggalliah *IDC CCR*
Edward Choi *IDC Korea*

6
Erin Johnston *IDC*
Jim Caris *IDC CEMA*
Ales Kantor *IDC CEMA*

5
Eric Burgener *IDC*
Pamela Miller *IDC*
Martin Svitek *IDC CEMA*
Shintaro Kusachi *IDC Japan*
Mevira Munindra *IDC Indonesia*
Gerald Wang *IDC Singapore*

4
Jana Outratova *IDC CEMA*
Shinya Kato *IDC Japan*
Gordon Ung *IDG Communications*
Rob O'Regan *IDG Communications*
Alisa Li *IDC China*
Sai Gunaranjan *IDC CCR*
Girish Teggi *IDC CCR*

3
Hayley Sutherland *IDC*
Scott Carey *IDG U.K.*
Maurice Otte *IDG Benelux*
Thomas Karlsson *IDC Sweden*
Sharon McNee *IDC U.K.*
Russell Stanton *IDG Australia*
Lindsay Rafalski *IDG Communications*
Barbara Call *IDG Communications*
Elly Hao *IDC China*

2
Meghan Drennan *IDC*
Jay Holdash *IDC*
Luboslava Becvarova *IDC CEMA*
Ferenc Talas *IDC Hungary*
Greeshma Suresh *IDG U.K.*
Thomas Macaulay *IDG U.K.*
Rayssa Pontes *IDC Brazil*
Irina Rosensaft *IDC Germany*
Oliver Hall *IDG Germany*
Rijo Thomas *IDC CCR*
Youngso Lee *IDC Malaysia*
Mun Chun Lim *IDC Malaysia*
Aderliynz Tioh *IDC Malaysia*
Nicole Liu *IDC Taiwan*

1
Acadio Pereira *IDC*
Lynne Schneider *IDC*
Mark Thomason *IDC*
Nagia El-Emary *IDC Egypt*
Pavla Jirouskova *IDC CEMA*
Eliska Travnickova *IDC CEMA*
Ailton Junio *IDC Brazil*
Gabriel Medeiros *IDC Brazil*
Steven Branney *IDC U.K.*
Nikhil Batra *IDC Australia*
Muhammad Yunus *IDC Indonesia*
Ganesh Manoharan *IDC Malaysia*

A peek inside the 2019 IDG calendar

The 2019 IDG Photo Calendar will be distributed to business units beginning in mid-December. Inside will be stories from the 12 winning photographers — already announced — about how they came to take their photos. But what about the runners-up photos you'll see on the inside cover? This entry kicks off a series about some of the close-but-not-quite submissions that didn't make the final cut but still received many votes from around the IDG world.

The lake area in northern Örebrö Län here at Lake Sävsjön is a paradise for canoeists. The pho-to was taken on one of these summer days shortly before midnight, when in central Sweden the sun disappears only shortly behind the horizon at the end of June. The magical long days and short nights around midsummer make you forget time.

Armin Weiler
Chief Reporter, ChannelPartner
IDG Germany

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDC China's expanded DX Summit features first gala awards dinner

IDG President Brett Liu delivers his welcome speech for the awards portion of the Digital Transformatiom Summit 2018.

SEE MORE ON PAGE 2

Also inside

IDC Turkey CISO Summit sees gains in attendees, sponsors

IDG Sweden's Webbdagarna goes to Gothenburg

IDC GRAC meetings yield customer feedback

IDGC's Sharon Machlis writes data analytics book

Jason Fleckles had some help getting in the spirit at the IDG Communications Spooktacular.

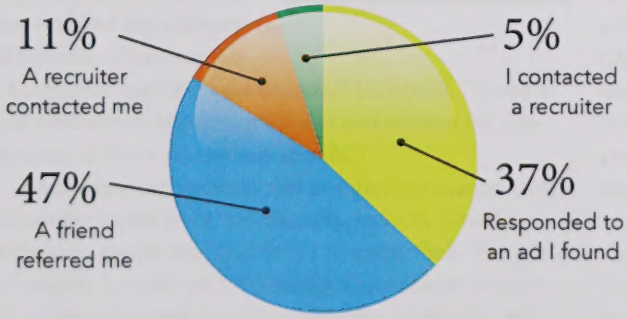
SEE MORE ON PAGE 7

IDG Communications' Innovation Space opens for business in Framingham.

SEE MORE ON PAGE 8

Question of the week results

Which method did you use to apply to IDG??



Log on to www.idgcentral.com to vote on this week's question:

Airplance seat preference: aisle or window?

CLICK HERE

Finance foursome

IDG Communications' central finance team convened in New York earlier this month for one of its quarterly meetings. The team was created last December as part of the IDG Global Boards initiative. (L-R): IDG Communications U.S. Senior VP Matt Smith; IDGC Chief Operations Officer John O'Malley; IDG Global Solutions VP/Finance Peter Bradley and IDGC Director, Operations & International Finance Paula Fernandes.

IDC China's Digital Transformation Summit salutes DX award winners in gala ceremony

IDC China's expanded version of its Digital Transformation (DX) Summit in Beijing on Oct. 19 in Beijing included more conference content sessions than last year and the first invitation-only gala dinner honoring China's top DX projects and leaders. China's DX Awards debuted in 2016.

A total of more than 1,300 attendees participated in the general and breakout sessions, as well as the evening awards ceremony. IDG Director and President, China Oceanwide Executive Director **Brett Liu**; IDC Asia/Pacific Managing Director **Eva Au**; and IDC China Managing Director **Kitty Fok** — alongside with guest speakers, partner speakers and senior IDC China analysts — enlightened the participants with the latest trends and best practices in digital transformation journeys.

"We are very pleased to have so many industry leaders join us here in Beijing and to meet with distinguished guests and clients from all over the world," Fok said. "IDC's Digital Transformation Awards recognizes outstanding organizations that have made remarkable breakthroughs."

Fok

"As a new round of technology revolution and industry transformation reshapes the global innovation landscape — especially with the application of emerging information technologies such as artificial intelligence, blockchain, big data, cloud computing, and IoT in an increasing number of industries — digital transformation will become a core trend in all businesses over the next decade," Liu noted. "It was a great pleasure to attend the summit and witness the presentation of these prestigious awards."

Eight breakout sessions and one general session were held on the topics of AI, IoT, Security, Industry Cloud, Blockchain, Healthcare, and Smart Business Park. The general session focused on DX Strategy, Data-Driven Innovation, AI Implementation, and Intelligence for Health, with presentations from Fok and IDC China VP/Chief Analyst **Lianfeng Wu**.

"Digital economy has gained momentum in the market, and China has become one of the leaders around the world," Fok said. "The digital transformation of the enterprise is the foundation of the digital economy, and the business application scenario is the cornerstone of the digital transformation and innovation. As a leading influencer of the global digital transformation, IDC will continue to thrive in enterprise digital transformation and support China's digital economy development."

There was a full house for the DX Summit in Beijing.

Wu, who is the program leader of China DX research, said that while evaluating the nominated projects for this year's awards, "we saw an increasing maturity in the digital transformation initiatives in multiple sectors from the public sector to finance, retail, and healthcare to name a few. We sincerely hope all China stakeholders will join hands to accelerate enterprise digital transformation and keep China's economic development on a healthy track."

Wu

The DX Awards winners include We Doctor, China Pacific Insurance (Group) Co. Ltd, China Minsheng Banking Co. Ltd, Hanergy Group, Zhejiang Government Data Management Center, China Eastern Airlines, Kingold Group, SANY Group Co. Ltd, Peking University Cancer Hospital, Baheal Pharmaceutical Group, among others.

Contact IDC China Marketing Communications Manager Elly Hao. ■

IDC CISO Summit in Turkey sees gains in attendance, sponsorships

IDC Turkey achieved several milestones at its third annual IDC CISO Summit, held Sept. 19-20 in Istanbul. The only conference of its kind in Turkey, the 2018 event represented an all-time high in terms of attendees (80) and partners (29), led by principal partners Fortinet, IBM, Microsoft, MicroStrategy and NETAS.

Some 40 speakers from several dozen companies were on the agenda, and, in a new programming feature, the principal partners each organized a technical workshop on the subject of their choice.

IDC Program VP/Security Products **Sean Pike** delivered an early keynote address and was the first representative from IDC U.S. to speak at an IDC Turkey CISO Summit. (See sidebar.)

IDC Turkey Country Director **Nevin Cizmeciogullari** credited the commitment and collaboration of the CISO Expert Club as a key element of the conference's success. The 30-member advisory board composed of CISOs from the country's most prestigious companies and banks provides guidance on content for the agenda. Cizmeciogullari established the club several years ago, and it is also involved in Turkey's IT Security Roadshows.

*Senior Research Analyst **Yesim Ozturk** spoke about the Turkish security market and tech trends.*

This year's conference was closer to the city center than previous summits, making it easier for people to attend if they didn't choose overnight accommodations. More social activities, including hiking and a cocktail workshop, created new networking opportunities on the first day.

***Denz Belli** and **Pinar Kartal** IDC Turkey's conference team staff the registration desk.*

Most of the one-on-one meetings between end users and partners — as well as meetings between partners and Sean Pike — were held in the hotel foyer, a more convenient setting for everyone, noted IDC Turkey Conference Project Manager **Pelin Pirnal**.

Attendees received the 44-page CISO Magazine, a new product this year that includes inter-views with advisory board members as well as case studies and white papers that provide ex-amples of IDC Turkey research. The business unit is producing a similar magazine for sector events covering finance, retail, manufacturing and women in technology.

For more information write to Nevin Cizmeciogullari. ■

Impressions from Istanbul

IDC Program VP/Security Products **Sean Pike** has spoken at several events outside the U.S. over the past 12 months. "Each event has a different feel," he noted. "Ireland was very focused on privacy and control, while China was all about cloud dominance in Asia."

Since it was his first time in Turkey, Pike did some IT-related research on the region but said that as a visitor he was "completely unprepared for the vast landscapes and infrastructure lining the Bosphorus and stretching into the European and Asian parts of Turkey. What struck me was that the same views that left me a wide-eyed tourist were being touted by Turkish business leaders as a competitive opportunity.

Pike

"Istanbul, itself, possesses a cultural blend of tens of millions of people and literal and figurative bridges to different continents. That trusted cultural hub has an opportunity to become a factor in global transactional and consumer business much the way that other countries with balanced cultural ideas have become.

"In the security industry specifically, the region still seems to be in the throes of first-level digital transformation. Cloud adoption has not yet sparked and managed security service providers struggle to staff appropriately for on-demand businesses with greatly reduced economy of scale opportunity due to on-premise architecture and scattershot security spending.

"It will come. Large cloud providers and other industry participants are actively hyping the value of cloud. For the immediate future, Turkey appears to be gliding along some eight years behind the U.S. in terms of cloud adoption. There is a groundswell of belief and services beginning to migrate. In three years, security providers will need to be poised to assist customers with their cloud journey and will benefit heavily from products well-heeled in U.S. and Europe proving grounds."

"Yours, mine and others" behavior in focus at IDG Sweden's Webbdagarna conference

During two intensive days at the end of September, 600 people gathered at Clarion Post in Gothenburg to immerse themselves in IDG Sweden's Webbdagarna ("Web Days") experience. Forty-six speakers gave more than 40 lectures on topics including voice control, agile mode of work, emotional intelligence, AI, e-sports and CX management.

The target audience for the digital- and business-focused event, launched in 2005, includes web editors, marketing managers, social media experts, e-commerce managers, project managers, digital managers and business developers from a wide range of companies and industries throughout Sweden.

This year's agenda offered a mix of talks about future trends and concrete hands-on tips. Attendees started both days with an in-depth breakfast seminar, choosing from "GDPR May 25th – what's happening now?", "How to make professional movies easy – with only your iPhone," and "Brain, focus and emotional intelligence, to name a few.

"Although Webbdagarna address a variety of topics, both deep and wide, it is often easy to find trends in what the speakers are saying," said Webbdagarna Project Manager **Angelica Lundin**. "A general trend this year was behavior. How can we improve online, how do our customers and users behave and how do companies and organizations act in their digital presence?"

The main stage, moderated by Executive Event Editor **Katarina Strömberg**, featured a mix of speakers, such as Åsa Wikforss, a professor of theoretical philosophy, talking about alternative facts. Ida Hult, a global speaker, futurist and ethnographer, took the audience on a tour into the future and Jamie Bartlett, a specialist in online culture and technology, spoke about how democracy is affected by the clash between old (analog technology) and new (digital).

In the past, the event team had found it challenging to find a good way for visitors to casually network with partners at Webbdagarna. This year, the team organized five "subject tables" during the lunch in the exhibition area as a "proof of concept." These table discussions were not moderated, but they were identified by some of the topics discussed on stage, such as AI, content marketing or digital strategies. It was such a success that IDG Sweden plans to set up a two or three times as many tables at the next Webbdagarda with partner sponsorships.

*IDG Sweden's event team for Webbdagarna and colleagues from an external conference company. Front (l-r): **Angelica Lundin**, **Anna Nilsson**, **John Sundström**. Back (l-r): **Tomas Skoglund**, Springconf; **Caroline Askheim**, **Mats Stålbröst** (back), **Felicia Steen**, **Katarina Strömberg**, **Robin Skarp**, Springconf; **Rasmus Halonen**, **Catarina Källström** and **Alexandra Appelqvist**.*

Lundin said that due to recent staff reorganizations and changes, half of the team behind Webbdagarna worked on it for the first time. Despite that, the conference beat last year's overall rating, and the comments from the evaluations were overwhelmingly positive. ("Webbdagarna 2018 was the best in many years!" said one visitor. "There were so many interesting speakers who gave inspiration, motivation and concrete tips.")

"I am impressed with my new colleagues — and our entire team," Ludin said, "and so excited to see what we can accomplish at Webbdagarna Stockholm next March."

Write to Angelica Lundin. ■

Some 600 attendees attended Webbdagarna in Gothenburg, one of several cities IDG Sweden's signature event visits each year.

IDC's GRAC meetings yield valuable customer feedback, insight into new research

IDC held its 27th annual Global Research Advisory Council (GRAC) meetings in Boston (Oct. 1-2) and San Francisco (Oct. 10-11). A total of more than 175 top customers and prospects attended the invitation-only gatherings.

"The two IDC GRAC conferences are always a highlight of the year for the IDC senior management team, since it is a unique forum in which many of our best customers meet with us and learn about the exciting new research that IDC will launch in the new year," said President & CEO **Kirk Campbell**. "We receive valuable feedback on which new technology trends they are interested in and what improvements IDC can make to better meet our clients' needs. GRAC always drives lots of new business in upcoming months which will help to start our new fiscal year on the right track."

EMILY LAMBERT PHOTOS

*(L-R): Group VP **Scott Lundstrom**, Group VP **Dan Vesset**, Program VP **Ritu Jyoti** and Research Director **Ali Zaidi** spoke during the AI session.*

With networking one of the key components throughout GRAC, guests attend scheduled meetings with IDC executives and senior analysts along with peer engagement and dinner on the first night. Among the highlights of Day Two were:

*Group VP **Monika Kumar** gave demos of the Spending Guides.*

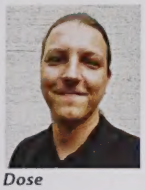
- Interactive product demonstrations, including IDC Trackers, Spending Guides, IDC Use Cases, and Custom Solutions programs such as content marketing services and custom analytics.
- Chief Operating Officer **Crawford Del Prete**'s annual ICT market outlook, including IDC's perspective on the future of technology adoption and how it will enable transformation across industry and consumer markets.
- SVP **Dave Reinsel**'s artificial intelligence panel, in which IDC analysts looked at the impact AI is having on business today and how it can be leveraged for efficiency, profitability and personalization in the future.
- IDC China Managing Director **Kitty Fok**'s examination of the new IT order in China and IDC's latest updates on the developing mega-platforms built on tech ecosystems such as Alibaba and Baidu; smart cities; and emerging technologies.
- An Innovation Brainstorm Session, in which customers gave their feedback on deepening IDC's coverage in key research areas (AI, edge computing, blockchain and security) and in shaping IDC's coverage in emerging research areas overall
- Research enhancements of IDC products. For Consumer Devices Trackers, this means "going wider and deeper" — adding countries, channel details, segmentations and forecasts for products such as wearable devices, mobile phones and AR/VR headsets. For use cases, this includes new industries covered (Communication Service Provider and Hospitality) and adding more industries in 2019 (Transportation, Media, Education and Security and Investment Services).

Contact IDC Marketing Director Patrick Gorman. ■

*Group VP **Al Gillen** meets with a guest.*

noteworthypeople

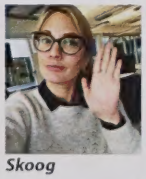
New employees


Dose

IDG Germany's Business Media division welcomes Editor **Jens Dose**. He had previously been a B2B communications and marketing consultant at Sugarandspice Communications. He has an M.A. in German philology from Ludwig-Maximilians University in Munich. Jens enjoys reading, music (rock and metal) and is very happy to being "part of IDG and the Computerwoche team whose work accompanied me for years when I was working in B2B public relations." jdose@idg.de

Maier

Also at **IDG Germany**, Trainee **Tobias Maier** joins the Business Media division, where he is currently working with the solutions sales team. He graduated from Humboldt Gymnasium in Vaterstetten, Germany and is attending DHBW Ravensburg for his bachelor's degree. Tobias enjoys handball, fitness and drawing in his free time. tmaier@idg.de


Skoog

Key Account Manager **Sabina Skoog** joins **IDG Sweden**'s Core sales team following the same role at Dagen Media. She is studying media sales and marketing at a Stockholm-area vocational college, plays floor hockey a few times a week and spends quality time with her dog Biggie Smalls. sabina.skoog@idg.se

Rodriguez

IDC's Security Products group welcomes Research Manager **Chris Rodriguez**, who is based in Texas. Chris previously spent 11 years at Frost & Sullivan, most recently as a senior industry analyst. He has a B.S. in computer information systems from the University of the Incarnate World in San Antonio, Tex. He enjoys fitness and loves a good story, whether in literary or cinematic form. crodriguez@idc.com

Weiss

Client Services Representative **Brianna Weiss** comes to **IDC** from Flashbay, where she was a sales account manager. She has an associate's degree in liberal arts from De Anza College in Cupertino, Calif., and enjoys wine tasting, going to the beach and binge-watching TV shows. bweiss@idc.com.

DiBiasi

Based in New York City, Account Coordinator **Risa DiBiasi** joins **IDG Communications**' Glob-al/Corporate Sales group. She had been a marketing and business development intern with MBLM and has a B.S. in marketing from the University of Delaware. A violinist, she also enjoys yoga, swimming, outdoor activities and exploring the city. risa_dibiasi@idg.com

Send Noteworthy items to world_update@idg.com.

Share your news, suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to share news about what their group or department is up to. Write to world_update@idg.com.

Machlis writes data analytics book

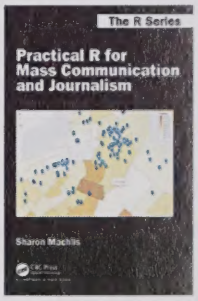
Sharon Machlis has written many an article for IDG Communications' enterprise brands during her 21 years with the company, and as of November, the director of editorial data and analytics adds a new achievement to her resume: book author.

Machlis

Machlis has worked extensively with the R programming language, which is designed for data analysis. She has written how-to pieces about R, used R to create interactive tools so others can do their own analysis, and now she has produced Practical R for Mass Communication and Journalism.

A few years ago, an editor from CRC Press asked Machlis if she'd be interested in contributing to their R Series. She had bought some of the textbooks for her personal collection and was enthusiastic about being part of that lineup.

"While there are a lot of R books out there now, none specifically targeted journalists, public relations professionals and others trying to tell stories with data to the public," she said. "That seemed like an area where I could contribute."



Since she has written a number of in-depth magazine pieces, Machlis thought the book project wouldn't be that much more work, but she found out otherwise. She started writing it in October 2016, turned in the first draft this past April, and got the first round of edits back earlier this summer.

The book has all original content, but Machlis was also able to promote many of the how-to articles and videos about R that she's done for Computerworld and InfoWorld. Links to those are in the book and its companion website.

CRC Press has posted a Q&A with Machlis soon as part of its new author feature. "As a long-time reporter, it's interesting to be on the other side of doing publicity!" she said. She's been asked to speak at a call-in meeting of the Investigative Reporters and Editors Book Club, a national organization. Machlis also ran an R workshop for ProPublica's newsroom in New York City and has an invitation to address The Communicators Club in Worcester, Mass., and has a Skype call next year with a class at the University of Arkansas.

One of the book chapters will be published at InfoWorld.com, and several of the first chapters are available at Machlis' personal website.

Write to Sharon Machlis. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Steven Frantzen *IDC CEMA*

23
Andrew Glassock *IDG Australia*
Gerda Tausch *IDG Germany*

21
Masaaki Moriyama *IDC Japan*
Esther Ng *IDC Hong Kong*

20
James Eibisch *IDC U.K.*

18
Amy Bennett *IDG Communications*
Mike Hyjek *IDC Canada*
Michael Lindkvist *IDG Sweden*
Masato Takeuchi *IDC Japan*

17
Barbara Cambieri *IDC Italy*
Philip Sargeant *IDC U.K.*

15
Patrick Kenney *IDG Communications*
Helena Chappell *IDC U.K.*
Tommy Cheung *IT World Canada*
Jubert Alberto *IDC Philippines*
Karen Rondon *IDC Philippines*

14
Matt Goebel *IDG Communications*

13
Neil Michael *IDG Global Solutions*
Barbora Havlova *IDC CEMA*
Nick Sundby *IDC U.K.*
Tracy Lv *IDC China*
Wendy Wang *IDC China*

12
Juliet Truscott *IDG Global Solutions*
Piotr Twardy *IDG Poland*
Hye-Rim Kim *IDC Korea*
Handoko Andi *IDC Singapore*
Polly Chan *IDC Hong Kong*

11
Joe Altria *IDG Connect*
Patricia Gonzalez *IDC Mexico*

10
Steph Crossland *IDG Communications*
Christine Wang *IDG China*
Esther Hurtado *IDC Spain*
Louise Sohnesen *IDC Denmark*
Luke Fang *IDC China*

9
Belinda Tan *IDG Communications*
Val D'Aquila *IDG Communications*
Karsten Linde *IDG Germany*

8
Oscar Guzman *IDC Mexico*
Stefania Aguzzi *IDC Italy*
Emilie Ditton *IDC Australia*

7
Angelica Lundin *IDG Sweden*
Felix Drougge *IDG Sweden*
Maria Klang *IDG Sweden*
Mark Alexander Schulte *IDC Germany*
Joanna Jung *IDG Poland*
Susan Ma *IDC China*

6
Daniyar Mustafinov *IDC Central Asia*
Sabine Henschel *IDC Germany*
Carolin Beck *IDG Germany*
Tina Li *IDC Hong Kong*
Amilia Nur Fitri *IDC Indonesia*
Larry Llamzon *IDC Singapore*

5
Luciano Ramos *IDC Brazil*
Rebecca Cohen *IDG Australia*
Zoe Li *IDC China*
Binu Devasahayam *IDC CCR*

4
Devari Green Irenne *IDG Corporate*
Naoko Iwamoto *IDC Japan*
Akira Sugawara *IDC Japan*
Steven Hu *IDC China*
Maninder Singh *IDC CCR*
Farzana Anwarali *IDC Singapore*
Seema Manjunath *IDC CCR*
Kriti Radav *IDC CCR*

3
Helen Dubber *IDG Connect*
Akash Balachandran *IDC Middle East & Africa*
Mark Holland *IDG Communications*
Masayuki Shimokawabe *IDC Japan*
Jonah Su *IDC China*
Silvia Xie *IDC China*
Anju Chaurasia *IDC CCR*
Arpita Mitra *IDC CCR*
Yogesh Shivhare *IDC CCR*
Kelly Cho *IDC Korea*
Linda Chua *IDC Malaysia*
Chayse Gorton *IDC New Zealand*
Iya Malhotra *IDC Singapore*
Weeradej Panichwisai *IDC Thailand*

2
Petra Gongala *IDC CEMA*
Kevin Thomas *IDG Communications*
Dylan Horn *IDG Communications*
Lana Petros *IDG Communications*
Frank Rojas *IDC Mexico*
Nuria Abad *IDC Spain*
Thomas Gottlieb *IDC U.K.*
Christopher Ingle *IDC U.K.*
Sergio Quero *IDG Spain*
Hugh Ujhazy *IDC Australia*
Jerry Wang *IDC China*
Yi Yang *IDC China*
Jayati Chingra *IDC India*
Raghav Kohli *IDC India*
Yang Lin Lim *IDC Malaysia*
Helen Tai-Boardman *IDC Malaysia*
Jan Taneca *IDC Philippines*
Ming King Ng *IDC Singapore*
Avinav Trigunait *IDC Singapore*
Chin Chun Hsu *IDC Taiwan*
Puwanart Pientanyaku *IDC Thailand*

1
Bianca Nastasie *IDC Romania*
Jillian Rodgrigo *IDG Communications*
Lydia Emmanuel-Desir *IDG U.K.*
Bruna Lozano *IDC Brazil*
Fabio Soleto *IDC Brazil*
Rakeshkumar Desai *IDC U.K.*
Osamu Kikuchi *IDC Japan*
Armin Rozsa *IDG Germany*
Moehammad Khadafi *IDC Australia*
Turian Tan *IDC China*
Ellie Xie *IDC China*
Bani Johri *IDC India*
Amit Bhatnagar *IDC India*
Tsu Ann Tham *IDC Malaysia*
Adam Jun Jie Tan *IDC Singapore*
Jessica Tung *IDC Taiwan*
Arunprasath Murugan *IDC CCR*
Sangeetika Srivastava *IDC CCR*
Sharuya Vineet *IDC CCR*

Boo! It's an IDG Communications Spooktacular

IDG Communications' Community Action Board hosted its annual Halloween party for Framingham, Mass., employees last week. Numerous parents brought their trick or treaters for games, crafts and variety of creative seasonal snacks. More photos here.

Mark Lewis, Charles Lee, Sue Yanovitch and Beth Fitzgerald (seated).

(L-R): Christy Gordon, Matt Petty, Emily Coffman, Taylor Coutinho, Caroline Scacca and Rachel Renzello.

IDG Communications' Innovation Space opens for business

As part of an ongoing effort to bring back a culture of innovation at IDG Communications, a pop-up Innovation Space opened last week in an empty suite at 492 Old Connecticut Path in Framingham. The Build Team and the Talent Engagement Team hosted a breakfast for staff to check out the area intended to encourage people to get away from a desk-bound routine, hold meetings, eat lunch, find a quiet (or noisy at times) space to brainstorm and/or collaborate and more. An "innovation kit" was sent to other IDGC offices around the globe as inspiration to create a similar space locally.

Games, puzzles and other items to spur creativity and collaboration are part of the space.

*(L-R): **Angela Daniels, Kim Pisano** and **Jenelle Villani**.*

*(L-R): **Dylan Panzarella, Scott Bowden, Brian Wong** and **Lauren Petrocci**.*

*(L-R): **Barbara Call, Sean Weglage** and **Jen Garofalo**.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto...

....the following people who assisted with this issue and are not otherwise quoted or credited.

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IDG Communications
Charles Lee
IDG Communications
Matt Naffah
IDG Communications
Lauren Petrocci
IDG Communnications
Sara Scogland
IDG Communnications
Matt Petty
IDG Communications

To carry on the theme of innovation, the new meeting rooms in the suite are called: 1) Innovation Lab, 2) Anything is Possible, 3) Quality Matters, 4) No Limits and 5) Think Big.

*(L-R): **Maro Eremyan, Matt Naffah, James Lenza, Courtney Hanks, Aran Bride** and **Karen Capland**.*

IDG World Update

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NEWS - page 2-6 | ON-THE-JOB - page 7 | ANNIVERSARIES - page 8 | CELEBRATING 20 - page 10

Recruitment via YouTube videos works for IDG Germany, clients

The visibility and reach of the PC-Welt brand channel, along with creative story lines, has resulted in a new trainee, potential for other departments to use for recruiting, and a commercial business model to offer customers.

SEE MORE ON PAGE 4

Also inside

CIO 100 event focused on Reimagineering India

Attendance, sponsorships and social media make big impact at IDG U.K.'s CIO Summit

On the job: Head of Global Sales Enablement, SMS

IDC MEA's first CIO Excellence Awards in Saudi Arabia

Here are the 12 winners of the 2019 IDG Employee Photo Calendar Contest.

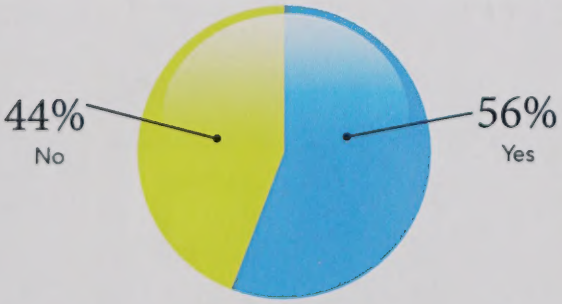
SEE MORE ON PAGE 9

Celebrating 20: IDC Benelux's Martin Canning hikes in the Pacific Northwest.

SEE MORE ON PAGE 10

Question of the week results

If you could go for free, would you ever travel on a space tourist flight?



Log on to www.idgcentral.com to vote on this week's question:

Which method did you use to apply to IDG?

CLICK HERE

Future Forward: leadership lessons

Employees and IDG alumni wait their turn at the book signing portion of the reception last week to celebrate the publication of a new book based on the leadership lessons of former IDG Chairman Pat McGovern.

SEE MORE ON PAGE 2

IDC MEA hosts first CIO Excellence Awards in Saudi Arabia

IDC's CIO Summit in Jeddah, Saudi Arabia Sept. 26-27 was the final stop in the nine-city CIO Summit road show throughout the Middle East, Turkey and Africa that began in February.

The conference concluded with a ceremony to recognize the winners of the inaugural IDC Saudi Arabia CIO Excellence Awards. IDC senior analysts and members of the newly formed CIO Advisory Council for Saudi Arabia were involved in the selection process. Awards were presented to the CIO of the Year and companies with the best Customer Experience Transformation, Business Operations Transformation, Information Transformation and IT Service Transformation. ■

*CIO Excellence Award winners and finalists with IDC executives (third, second and far right): SVP/ Europe, the Middle East, and Africa, **Steven Frantzen**, Group VP/Regional Managing Director for Middle East, Turkey and Africa **Jyoti Lalchandani** and Saudi Arabia Country Manager **Hamza Naqshbandi**.*

IDG employees attend launch party for Pat McGovern-inspired book

More than 200 U.S. employees and alumni from IDC, IDG Communications and IDG Corporate celebrated former IDG Chairman **Patrick McGovern** and the legacy that he built at a book party in Framingham, Mass., on Oct. 4. Future Forward, by former IDG employee **Glenn Rifkin**, examines McGovern's leadership insights and core business values. Rifkin, McGovern's son **Patrick McGovern III** and IDG executives co-hosted the reception, which included a slideshow with former and current employees, a classic video of McGovern and former corporate leaders and staff as '60s rock musicians, and an author book-signing. More photos here.

IDG WORLD UPDATE PHOTOS

*IDG alumni **Marian Prokop** (l) and **John Gallant** (second from right) join IDGC editorial staff **Dan Muse**, **Ken Mingis**, **Ellen Fanning** and **Sharon Machlis**, and IDGC HR's **Gina Galvagni**.*

*(L-R): Chief Accounting Officer **Donna Marr**, IDG Communications President **Kumaran Ramanathan**, **Glenn Rifkin**, **Patrick McGovern III** and IDC President & CEO **Kirk Campbell**.*

***Emily Hanoian** and **Lynn Holmlund**, IDG Communications; **Luis Ruvalcaba**, IDC.*

***Deb Gomes** and **Ernesto Cordero**, both of IDG Corporate.*

IDG India's CIO100 event takes a broad look into the country's tech-enabled future

In keeping with the content theme Reimagineering India 2020, IDG India introduced several new segments that encouraged idea sharing and creative thinking at its 13th annual CIO100 Symposium and Awards last month in Delhi. The event was one element of a multi-part initiative IDG India is spearheading to create a blueprint for a new India powered by technology (see sidebar).

Attendees included the CIO 100 winners, 35 special award winners and select CIO invitees from notable organizations throughout the country. Twenty-two sponsors supported the two-day program.

The theme Reimagineering India reflected on the potential of technology to transform every aspect of business or citizen services, and thereby the nation. Through the conference, the spotlight was on five key facets:

- Technology for Social Impact & Change
- Innovating for the Customer in 2020
- Reskilling: Transforming the IT Culture
- Digital Models to Win in a Global Marketplace
- The App Economy: Staying Ahead in a Transforming Landscape

The format of each of the three new CIO Think Tank sessions involved three senior technology leaders, each from a different sector, who gave their perspective and view on what they envisioned for a pre-defined technology vertical for 2020. The sessions were conducted on both the days of the event around three major topics: reimagineering through mobile, data and cloud.

The session involved each of the CIO making a five-minute presentation on how they reimagined their industry vertical to be impacted by the technology being discussed. This was then followed by an interactive moderated discussion with participation from the audience through polls and tweets.

*CIO Council Program Director **Rupesh Sreedharan** presents one of the Hall of Fame Awards.*

The symposium concluded with the new Reimagi-

continued on page 5

Reimagineering India: more than a conference

IDG India developed the concept Reimagineering India 2020 to harness the collective wisdom of India's top technology minds in the journey to re-imagine and re-engineer a new India. Its goal is to to imagine a future enabled by technology and provide a blueprint in order to engineer it into reality.

"Our goal is not just to create a blueprint, but to evangelize its adoption to the most influential people in India," said VP/Digital and Marketing **Bhavesh Thakor**. Reimagineering India has taken many forms, including a major online initiative wherein digital leaders across 13 verticals were interviewed for their vision of 2020 and beyond. Their future-oriented quotes were presented as attractive slide shows on cio.in and were posted on IDG India's Twitter and Facebook accounts.

All the thought-leader content generated around the theme of Reimagineering India has been published on cio.in within a dedicated tab.

"The CIO100 symposium ensured dedicated ongoing coverage of Reimagineering India, with opinions from industry leaders and initiatives that were taking shape to help share progress," Thakor said. "Enterprise IT heads found relevant ideas and practical advice on how to embrace the blueprint for their particular industry and use it to transform their organizations."

Recruitment via YouTube videos brings in employees for IDG Germany and clients

IDG Germany has used the power and reach of its well-established PC-Welt brand channel on YouTube as a recruitment method to hire a new employee, with prospects for using it to benefit other departments as well. The success of that creative initiative has also led to a commercial business model that it can offer to clients for their own recruiting efforts.

The TechMedia division had been looking for a new trainee in the editorial department for several months without finding any suitable candidates. According to Online Editor-in-chief **Christian Löbering**, "Germany's shortage of skilled young professionals has led to a paradigm shift where companies need to apply for the best candidates and not the other way around. Our approach was to try to showcase our 'editorial lifestyle' in an over-the-top way, raise awareness about the fun we have, and make it appealing to someone who might want to work here."

Video Producer **Christian Seliger** came up with the story line for the 4:44 video. Hardware Editor **Fritz Stiemer** is building an experimental gaming PC that he claims has a "black matter power supply" while his manager, Hardware Editor **Michael Schmelzle** chats with him while relaxing at his desk. Fritz is afraid of pushing the power button, asks Trainee **Simon Lohmann** to do it, and some nifty after-effects animation shows flares from the machine engulfing Lohmann. Löbering bursts into the room, yelling at Schmelzle that he can't waste the trainees, and the next one should not only work on video but also write articles, as that's a safer environment. The team added some funny outtakes at the end.

> "The HR video project is an ideal hybrid model because we have media brands in touch with all of the audiences involved in the recruiting funnel."
> -- *Christian Löbering*

Below the video on was information about the open position ("Are you tough enough for our team? Then apply now!) along with a link to the application site and instructions. Applicants were asked to provide a video indicating why they were a good fit for the position, and in just a few days more than 30 had been submitted to Human Resources. Trainee **Kris Wallburg** joined the company in September.

*Trainee **Simon Lohmann** gets zapped by a super computer as part of IDG Germany's humorous recruitment video.*

Wallburg said the video appealed to him because of its casual style and creative implementation, and the company looked like a fun place to work. "And, ever since my first day, it has been evident time and time again that these are the qualities that distinguish our editors. It's great for me to be part of the team, to learn from the others, and to add my own contributions."

*Trainee **Kris Wallburg** topped the applicant list.*

After proving the concept of recruiting young professionals through its YouTube audience of more than 540,000 subscribers, the team thought about making it a custom marketing product for clients. **Rene Kriessan**, account manager for recruiting campaigns, identified one of the company's clients, Rehau, which makes innovative polymer products and is located in a rural area of Bavaria. Kriessan, Schmelzle and SVP Sales & Marketing **Sebastian Wöhle** worked with Rehau staff and came up with a multi-part story:

• Rehau sponsors the basketball team medi Bayreuth, which plays in the Bundesliga, the German equivalent of the NBA. (The sponsorship is real, not made up for the video.) Two players invite PC Welt's "Team from Hell" — Schmelzle and Stiemer — to their arena to battle each other in eSports. For more than 10 years, PC Welt has built one "PC from Hell" a year with the best possible hardware components, which is raffled off through social media channels. Medi loses the match.

continued on page 5

continued from page 3

CIO 100

*IDG India Correspondent **Poojitha Jayadevan**, Designer **Nitin S.M.** and Designer **Nishant Mathad** work behind the scenes.*

neering India workshop spearheaded by Raymond Miranda, CEO of Labora[s]tory. He used story-mapping as a primary tool to "reimagine India" across various industries. This process explored disruptive innovation by using simple story principles to solve complex business problems. It used insights about human fears to change, how to transform fears into innovative ideas, how to sustain innovation momentum, and to how gain industry leadership through the story of change.

*IDG India Managing Director **Louis D'Mello** welcomes attendees.*

This workshop grouped CIOs from the same industry to exchange ideas on the future of their sector. They had two hours to discuss opportunities that technology would provide.

The CIO India editorial team is compiling these insightful discussions into thought papers that will provide a blueprint for the rest of the industry. Those will be distributed online, and a limited number of hard copies will also be published.

The evening's gala awards ceremony honored this year's top 100 Digital Architects. In addition, the new special awards categories recognized Future Tech Leaders, Hyperconverged Infrastructure Pioneers and AI Wizards. They join the existing special award categories: Business Transformers, Mobility Mavens and the CIO Hall of Fame.

For more information go to the CIO 100 events website, which includes videos of most of the major sessions.

Write to Bhavesh Thakor. ■

continued from page 4

Recruitment

*IDG Germany's **Fritz Stiemer** (second from left) and **Michael Schmelzle** (right) at the career booth at Gamescom along with one of the medi Bayreuth players (left) and a lucky attendee winner.*

(Video of the teaser is here, and the first battle here.)

• Next, medi challenges the PCWelt team on a real eSports battle at IDG Germany's Jobs and Career booth at Gamescom, the major video games show held in August in Cologne, which Rehau was part of. PC-Welt activated its community by asking them to support either Team from Hell or for Team medi, and raffled off Gamescom-Tickets among all participants. "The response was massive," Löbering said. (Video here.)

• The battle itself at Gamescom was also a great success and medi, of course, won. (Video here.)

• Later, PC-Welt created another video from Gamescom showcasing what Rehau actually does.

The results far exceeded the client's expectations, Löbering said, with more than 200,000 video views, thousands of likes, hundreds of visitors at the booth, and many new job applications for Rehau.

"The HR video project is an ideal hybrid model at IDG Germany because we have media brands in touch with all of the audiences involved in the recruiting funnel: the tech companies looking for new younger talent (Computerwoche, Channelpartner) and the young and engaged talent themselves (PC-WELT and Macwelt)," Löbering said. "These campaigns bring both worlds together in a very engaging way."

Write to Christian Löbering. ■

Attendance, sponsorships and social media make big impact at IDG U.K.'s CIO Summit

CIO U.K. held its ninth annual CIO Summit in London last month, which drew more attendees and sponsors than last year and featured a speaker-focused social media campaign that delivered strong engagement. The venue was the five-star Shangri-La Hotel, located on the 35th floor of the The Shard, Western Europe's tallest building.

In his thank-you note to the summit team, IDG U.K. B2B Publishing Director **Luc Borg** said that he was "extremely proud of everyone involved and what we've achieved," and noted it was IDG U.K.'s most successful event to date.

Hosted by CIO U.K. Editor **Edward Qualtrough**, the day-long summit featured CIO presentations, masterclasses, interactive Q&As and panel discussions focusing on innovation, change management, end-to-end transformation, engaging with startups, impacting organizational culture outside of IT, emerging technologies and digital business leadership.

The new #MeetTheSpeaker posts showed strong engagement.

Qualtrough presented highlights from the new Workplace of the Future study, the first in a series of research studies sponsored by CIO UK and Computerworld U.K. Each attendee received a complimentary copy of the 56-page study, which "largely supports the assertions of our CIO steering committee that the future workplace will be defined by culture, collaboration and flexibility as much as by the impact of newer emerging technologies on the types of work that people are doing," he said.

This year's preparation started earlier than usual, with the team sending out a "save the date" email in early May rather than late June to secure a longer recruitment window. At that point, the sales team had already secured ANS Group as the headline sponsor. "A collective effort from IDG U.K. and IDG Global Solutions sales teams sold all four sponsor packages that were offered, which in turn

*CIO U.K. Editor **Edward Qualtrough** introduces the Q&A session with Global CIO of Unilever **Jane Moran**, who talked about Unilever's move from a project-based to a platform-based" culture of working, and the evolution of the CIO role.*

generated record Summit sponsorship income" said Event Marketing Manager **Greeshma Suresh**. Even after selling all the packages, there were more than 15 sponsorship inquiries from other companies, providing a pool of potential sponsors for next year.

Qualtrough was able to secure high-profile CIO speakers in the early stages, which the event staff announced via email, website and social channels. The team pushed bi-weekly updates on speakers, topics, agenda to keep the momentum going, resulting in a constant flow of delegate registrations from all verticals and company sizes. "The wider marketing team supported the campaign by including Summit updates on the CIO Daily newsletters, which reached a larger pool of audience and boosted the registration numbers," Suresh said.

The recruitment campaign attracted more than 200 qualified registrations, and the event exceeded maximum capacity with 130 attendees at the Shard.

The marketing team focused on doing more with social media this year. "With the help of the design team, we pushed out creatives about new speakers, sponsors, the speaker line-up and more to keep the social conversations going and generate interest and engagement amongst our social followers," Suresh said. "We introduced a #MeetTheSpeaker series of posts where we introduced all the speakers individually with creatives showing their photo, job title and company along with a social post containing a brief statement about them. We received a lot of engagement and clicks, and it certainly helped us build up a strong social base leading up to the event."

Write to Greeshma Suresh. ■

Job Spotlight

Head of Global Sales Enablement, IDG SMS

IDG World Update's Job Spotlight series provides insight into what responsibilities are part of a colleague's role and how that function fits into IDG as a whole. ***Meghan Parisi*** *of IDG Communications' Strategic Marketing Services takes a turn this week.*

What SMS is and how it fits into IDG Communications Strategic Marketing Services provides custom marketing solutions and services to our clients. SMS not only produces and develops the services for our customers (such as custom content, research, social media promotions, video, etc.), but we also craft entire marketing strategies through our program architects.

The services I deliver and my primary customers In my role, my customers are IDG Communications' sales teams. Sales Enablement exists to truly enable the sales teams to be able to sell IDG's products and services. These products and services are everything that IDGC has from media to data to custom services.

Key skills required The ability to develop relationships, train, and also sell! We are not sales reps, but we have to make sure that whatever we provide is going to be able to support our sales team and result in the best outcome for our customers.

A typical day Typically it starts with calls with sales teams or reps that are either to support them with a program or to train/educate them on our solutions. My day is generally divided between providing recommendations for RFPs/briefs and working with internal departments on product development and management.

Best part of my job Having a happy customer! There is nothing better than knowing I have helped someone to succeed and reach their revenue goals. The end game is always to drive revenue, and when I'm able to help a sales rep do that, it's gratifying.

Most challenging part of my job Balance. We wear many hats within Sales Enablement and want to provide timely and accurate responses at all times, so balancing that while also developing products and regularly training can be challenging.

Something I've added to my skillset We've been researching tools and platforms that can help us provide a better service to the sales teams. I feel like I've become more knowledgeable about what goes into the IT buying process due to that. It's actually helped when on client calls to explain that the LOB managers play a big role in purchasing decisions!

Recent work accomplishment We recently rolled out the Sales Enablement Hotline, which is an email ticketing system that assigns incoming emails to individuals based on the content of the request. For instance, a sales rep can reach out to the Hotline for an SMS and AdOps request instead of having to send out two different emails and having to connect the dots. Our team worked very hard on researching, implementing and rolling out this new hotline, which has allowed the sales team to consolidate email requests and get more timely responses.

Meghan Parisi *joined IDG as an account coordinator for CIO in 2009.*

Something notable on the job in the past year Project Next was a huge initiative earlier this year where we rolled out 19 products and conducted multiple trainings in three different cities over the course of six weeks. It was a rigorous and condensed timeframe that we worked within, but through a lot of teamwork with many departments, we all made it happen.

Upcoming team goal Create a more streamlined and detailed onboarding and training plan for new sales reps.

What my colleagues would be surprised to learn about me Some already know this, but I'm really into true crime and legitimately looked into being a private investigator years ago. I listen to way too many true crime podcasts! ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34
Juan Jose Marquez IDG Spain

26
Juergen Hill IDG Germany

23
Robert Farish IDC Russia
Adelheid Schwab IDG Germany

22
Lars Goransson IDC Canada
Martin Canning IDC Benelux

20
Mark Anderson IDG Communications U.S.
Michael Schmelzle IDG Germany
Alexandra Mesmer IDG Germany

19
Hanh Nghi IDG Communications U.S.
Mats Stälbröst IDG Sweden
Simona Vercesi IDC Italy
Beate Wöhe IDG Germany
Bernhard Haluschak IDG Germany

18
Noriko Moritomo IDC Japan
Ryuichi Yokoyama IDC Japan

17
Charlotte Poulsen IDC Denmark
Steven Frantzen IDC CEMA
John Gole IDC CEMA
Jan Houska IDC CEMA
Vladimir Kroa IDC CEMA
Ilona Stankeova IDC CEMA
Dana Vanickova IDC CEMA
Thomas Vavra IDC CEMA
Simon Baker IDC Russia
Nicole Bergmair IDG Germany

16
Yasusuke Suzuki IDC Japan

15
John Copsey IDG U.K.
Pavel Louda IDG Czech Republic

14
Rob Schultz IDG Communications U.S.
Christina Carstensen IDG Global Solutions
Cristina Morera IDC Spain
Michael Beilfuss IDG Germany

13
Ricardo Faim IDC Brazil

12
Val Potter IDG Communications U.S.
Steve Yang IDC Canada
Arash Behinzad IDC Germany
Gaia Galotti IDC Italy
Agnes Fröschl IDG Germany

11
Britta Lilegren IDG Sweden
Evelin Stoev IDC Bulgaria
Szabolcs Uveges IDC Hungary

10
Todd Shaw IDC CEMA
Radim Zatloukal IDC CEMA
Gabor Balicza IDC Hungary

9
Karolin Pichler IDG Germany

8
Lauren Yanuskiewicz IDC
Kumaran Ramanathan IDG Communications
Sylvia Wunsche IDC Germany

7
Shay Malagisi IDG Communications U.S.
Alejandra Marino IDC Mexico
Maite Narvaez IDC Spain
Jiri Tersel IDC CEMA
Victoria Mendes IDC Middle East & Africa

6
Loren Drennan IDC U.K.
Jan van Vonno IDC Benelux
Kerstin Ildefonso IDC Austria
Juraj Vanek IDC CEMA
Regina Sartbayeva IDC Central Asia

5
Adolfo Becerril IDC Mexico
Mike Glennon IDC U.K.
Josef Valcuha IDC CEMA

4
Jim McGinty IDG Global Solutions
Adrian Orozco IDC Mexico
Jeronimo Piña IDC Mexico
Ricardo Mendoza IDC Mexico
Ondrej Smrz IDC CEMA
Pelin Pirnal IDC Turkey
James Roy IT World Canada
Marcin Tyborowski IDG Poland
Akihiro Kimura IDC Japan

3
Deanna Moore IDG Communications U.S.
Christina Mercer IDG U.K.
Brendan Rouse IDC Canada
Jorge Gomez IDC Mexico
Malini Paul IDC U.K.
Richard Stevens IDC Italy
Dominic Trott IDC U.K.
Esther Macias IDG Spain
Julia Neuschmid IDC Austria
Radek Donat IDC CEMA
Michaela Kralova IDC CEMA
Harry Warner IDC CEMA
Radim Holek IDC CEMA
Elvira Khapsalis IDC Central Asia
Vladislav Sidevich IDC Russia
Hazel Jeffery IDC South Africa
Christina Mercer IDG U.K.

2
Yash Ahuja IDC Canada
Raj Rammohan IDG Global Solutions
Daniella Stollagi IDC Brazil
Alejandra Rico IDC Mexico
Miguel Garcia Seijas IDC Spain
Robert Pecserke IDC CEMA
Stefano Budimir IDG Germany

1
Raymond Goes IDC Benelux
Daniel Hernandez IDC Germany
Rafaela Mendes IDC Portugal
Martin Sundblad IDC Sweden
Marco Tennyson IDC Italy
Maite Aldaiturriaga IDG Spain
Robert Bulava IDC CEMA
Miklos Anosi IDC Hungary
Irina Pokrajac IDC Serbia
Deniz Belli IDC Turkey
Kiyoko Amoh IDC Japan
Michelle Weidenhammer IDG Germany
Mario Zeltwanger IDG Germany

noteworthypeople

New employees

McCarthy

IDC Framingham welcomes Custom Solutions Consulting Manager **Megan McCarthy**, who was previously a senior consultant at Keypoint Intelligance/InfoTrends. She has an undergraduate degree in business administration with concentrations in marketing and management from Ithaca College. Much of her free time is spent training, hiking and playing fetch with her one-year-old Golden Retriever. mmcarthy@idc.com

Friedman

Account Coordinator **Brian Friedman**, based at **IDG Communications** in San Francisco, supports Growth and Core sales. He was previously a sales assistant at CoxReps LA. He has a B.A. in political science with a focus on legal studies from California State University/Chico. Brian is an avid concert-goer and sporting event attendee — especially San Jose Sharks games. brian_friedman@idg.com

In memoriam

Preben Engell, managing director of IDG Denmark for 22 years until his retirement in 2004, passed away on Sept. 29 after a long illness.

"Preben was for years one of IDG's most successful country managers," said former IDG International Publishing Services President and CEO **David Hill**, who worked with him for many years. "During a particularly impressive year, he was awarded the coveted Chairman's Cup for Overall Excellence by IDG Chairman **Pat McGovern**. Preben had a heart of gold, although he tried hard to hide it. He made IDG Denmark a model company — successful and a great place to work."

Engell

Congratulations to the 2019 IDG Calendar Contest winners

Thanks to the hundreds of employees who voted during the past two weeks. Calendars will be distributed to business units in December. View the winners in a larger format slideshow on IDG Central; click the "i" icon on the upper left to see the photographer's name.

1st Place

Turtle, ***Kelly Wennik****, IDC*

NYC Skyline, ***Donald Jin****, IDC*

Leopard in Africa, ***Mitchell Rose****, IDC*

Rainier Sunset, ***Keith Bagley****, IDC*

2nd Place

Twelve Apostles Sunrise, ***Selina Alecu de Fleurs****, IDG Germany*

Cinque Terre Italy, ***Julianne Chen****, IDG Corporate*

Enchanted New Zealand, ***Asha Patel****, IDG U.K.*

Delicate Arch, ***Karl Whitelock****, IDC*

3rd Place

Blissful Bathing, ***Masato Takeuchi****, IDC Japan*

Vintage Car_New Zealand, ***Simon Jary****, IDG Communications*

Henna, ***Nishanth Mathad****, IDG India*

Fall, ***Jomay Cuevas****, IDC Philippines*

celebrating20

Martin Canning

Group VP, European Consulting

IDC Benelux

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDC Group VP ***Martin Canning*** *traveled to the Pacific Northwest last year.*

Joined IDC
October 1996

Location
IDC Benelux, Amsterdam

Career path
I started my career in IDC as one of the first IT Services analysts in Europe. Over time I progressed to managing the full IT Services and Software research businesses in Europe. Most recently I have been responsible for the European consulting business and am currently also leading the major four-year contract we have with the European Union.

Why I chose this trip
A year earlier my wife and I had been hiking in a remote Park near Bella Coola in British Colombia, and came across a wilderness lodge that offered fantastic grizzly bear watching safaris in the September-October period. We both love the outdoors and wildlife and while we've come across bears in our travels before, the chance to get close in relative safety was not to be missed. We decided very quickly that this would be a suitable destination for my 20-year trip. As soon as got home we booked for the following year.

Lots of splashing, but no fish.

Trip highlights
The grizzly safari was even wilder than we could have imagined. For a few days we went walking or drifting on the river with guides and saw so much. Bears learning how to fish, mothers with small cubs fighting over salmon, larger cubs on their last summer with mama before going solo — unforgettable. The rest of the holiday we spent hiking in BC and on the Olympic Peninsula in Washington. Here we also had some great highlights — camping on the beautiful Shi Shi Beach, exploring the amazing rainforests and enjoying the wonderful scenery. On the last day of hiking the High Divide Trail in Olympic National Park we were sitting at the tent at 6:30 a.m. having breakfast watching five black bears quietly eat their way across the hillside in front of us. A fitting finish to a wonderful trip.

One of our hikes was in Garibaldi Provincial Park, British Columbia.

Shi Shi Beach in Olympic National Park, Washington State.

Mother bear and big cub.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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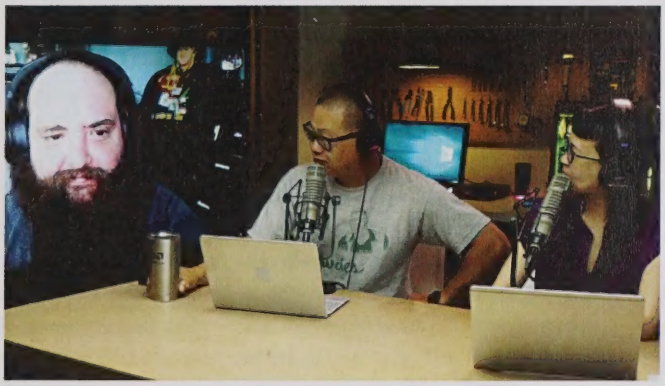
Full Nerd video series expands to become a product and community



The live talk show, available across multiple platforms, is where technology enthusiasts come together to explore, celebrate and generally geek out on cool PC hardware tech. Sponsors and partners are taking notice.

SEE MORE ON PAGE 2

Also inside

One on one: Group VP Monika Kumar on the growth of IDC's Spending Guides

Content sharing guidelines for publishing affiliates

Three named to IDG Sweden management posts

In memoriam: Ted Bloom

IDG Corporate Services Group employees soak in the last days of summer with a barbeque lunch.

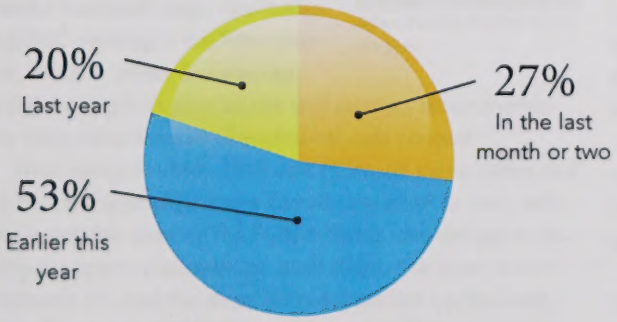
SEE MORE ON PAGE 8

Around the world, part two: conference room themes inject a little serendipity into the work day.

SEE MORE ON PAGE 9

Question of the week results

When was the last time you went to a movie theater?



Log on to www.idgcentral.com to vote on this week's question:

If you could go for free, would you ever travel on a space tourist flight?

CLICK HERE

Log on and vote!

You can help decide which photos should be in the 2019 IDG Photo Calendar. Go to the voting page on IDG Central and select 12 choices from the 45 photos that made it to the finals. Voting ends Oct 3. If you don't have an IDG Central password, or have forgotten yours, click here to request one.

Highly engaged audience for The Full Nerd video series draws sponsors in the PC hardware space

Fiercely proud of its geek influencer status, the PCWorld editorial team is building out a whole new product line dedicated to the most hardcore hardware nerds: The Full Nerd. PCWorld, Macworld and TechHive's core mission will always be to provide independent buying advice to all consumers, but the B2C team also enjoys great engagement with tech-savvy influencers across all social platforms.

The Full Nerd is a video talk show where technology enthusiasts come together to explore, celebrate and generally geek out on cool PC hardware tech. This ranges from CPUs to GPUs to extreme laptops and desktops — and all the tech in between.

The regular hosts are PCWorld Executive Editor **Gordon Mah Ung**, Senior Editor **Brad Chacos** and Reviews Editor **Alaina Yee**, along with Video Director and Photographer **Adam Patrick Murray**, who directs the show. They tear it all apart and put it back together, along with special guests from within and without the PCWorld team. Built around the expertise and character of the presenters, The Full Nerd is proving hugely popular with passionate PC builders.

"The live video talk-show format of The Full Nerd drives serious engagement," said Group Editor-in-Chief **Jon Phillips**. "Gordon and the team can deliver the full breadth of their personalities and knowledge in real-time, and viewers can immediately respond with questions and comments. It creates an extremely powerful feedback loop. And it also helps B2C develop a YouTube presence, which is critical because so many people get buying advice and product recommendations from video instead of traditional web content."

***Adam Patrick Murray** directs the show.*

What started in May 2016 as a PCWorld video series has now become a product and a community all of its own, with a dedicated fan base of The Fullest Nerds who delight in debating the topics discussed on each show. The team is now on episode 67, and the show is broadcast live on YouTube, Twitch, Facebook, and Twitter, and as an on-demand video and audio podcast across multiple platforms. As of earlier this year, The Full Nerd has its own website, TheFullNerd.com.

Murray said that the team has a well-honed process of covering topics that leverages each editor's specialty.

*(L-R): Full Nerd host **Brad Chacos**, calling in from his home in New Hampshire, joins his San Francisco colleagues **Gordon Mah Ung** and **Alaina Yee**.*

"We're able to talk about the hottest news in a thoughtful way because we have already written analysis pieces on PCWorld, and the show provides further context for those articles," he said. "The audience is always excited to hear our in-depth takes and are invested in showing up to chat along with us and other fans. We've been working hard to foster a fun community of PC enthusiasts."

Editorial Director **Matt Egan** called The Full Nerd "a brilliant example of IDG's quality editorial driving our mission, and our quality editors being creative and smart in their approach to building products. The whole team has deep domain expertise and amazing contacts in the PC hardware world, as evidenced by the exclusives and interviews they score with partners such as nVidia, AMD and Intel. And the YouTuber, influencer-style presentation Adam created makes the content truly compelling, authentic and on-point for the target audience. It's real, and the audience loves that.

"We are never looking for the biggest audience, but for true engagement with the right audience. Anyone looking to influence purchases in the PC hardware space needs to speak to The Full Nerds."

IDG's customers can sponsor episodes and sections of The Full Nerd episodes with live reads from the editors. The team also offers custom episodes and interviews for sponsors. Other potential commercial develops being worked on include a Nerd Nites live event series and building out paid products such as a membership organization, t-shirts, paid events and deep dive test reports.

Write to Jon Philipps. ■

OneonOne

Monika Kumar

IDC

IDC's group vice president, Customer Insights & Analysis, is this week's columnist. Reach her at mkumar@idc.com.

"Many clients are trying to digitally transform themselves and stay ahead of all the disruptions in the market by leveraging our use cases to become more tactical in terms of which industries they target and how they position their products."

Q What are IDC's Spending Guides?

A The Spending Guides, launched in early 2016, are a new portfolio of semi-annual forecast data products aimed at delivering a one-stop shopping experience for clients by providing global forecasts for new and transformative 3rd platform technologies. What is so unique about a spending guide is that each guide presents a solution view from a market perspective (e.g. artificial intelligence, robotics or blockchain) and provides deep segmentation at a geography, industry and use-case level allowing clients to truly pinpoint opportunities and penetrate new growth areas. The guides are primarily aimed at IT suppliers, industry players and financial firms. They help answer the questions of 'why' and 'how' buyers are purchasing 3rd platform technologies and add a layer of guidance to the numbers. They provide advice about where to allocate sales and marketing resources. They tell suppliers which products will be hot and in what industries. And they tell where use cases are taking off.

Q How are they are created?

A Spending Guides are truly a global collaborative effort across IDC. Each guide is built with the participation of regional and/or country analysts from industry and technology domains to ensure we are capturing local trends and insights and accurately forecasting the growth potential of a given market. Each spending guide is managed by a worldwide product owner as well as a project director who lead the team of analysts. A team of data scientists and technical analysts located in our Prague office manage the models, tools and the vast amounts of data created by the guides and ensure we are functioning efficiently.

Q Why do clients find them useful?

A The use case view in the spending guides represents a paradigm shift in terms of bottom-up forecast creation from an industry perspective. Use cases reveal how a technology or solution is being used. For our vendor clients, use cases pinpoint where to focus to drive revenue. They tell us where hotspots in spending are today and where they will be in the future. All this helps them decide which new products to bring to the market, how to position them, where to sell them, determine channel partner strategies and set their strategic course over a five-year horizon.

For our end-user and industry clients use cases help them understand what they must do to remain competitive. For example, in banking, use cases reveal that customer onboarding is a fast-growing area. In retail, use cases tell us that augmented virtual experiences will be very popular in a few years, and in manufacturing they tell us that to remain competitive, manufacturers need to invest in digital simulations.

For investors and financial firms, use cases can help reveal whether a takeover target is headed in the right direction.

Q Which guides have been most popular?

A The Industry and Company Size spending guide, IoT and Artificial intelligence have been very popular for some time now. Over the last six months or so, Blockchain, Digital Transformation and the Public Cloud Spending Guides have also grown in interest quite a bit.

Q What are two or three issues that are top-of-mind for your clients these days?

A I think growing revenue and staying relevant in terms of products in the market is always top of mind as are business productivity, efficiency, and innovation. These are not new — we have seen these year in and year out. Many clients are trying to digitally transform themselves and stay ahead of all the disruptions in the market by leveraging our use cases to become more tactical in terms of which industries they target and how they position their products.

Q Are there new things coming up for the guides?

A Starting in early 2019, we are launching several new guides including the Connected Consumer Spending Guide, which examines consumer technologies and their use cases, a Customer Experience Spending Guide, as well as the Digital Economy and Markets guide that examines the impact of the digital economy on industries.

Q What are your priorities for 2019?

A Since the Spending Guide portfolio is still in its infancy, focusing on expanding the client base and making sure we are delivering value in the products is key for us. We also plan to enhance other product lines like the Black Books and Wallet next year. And lastly, our goal is to keep innovating and creating new types products so we are actively researching alternative data sources and tools to help us brainstorm the next big thing. ■

Backgrounder

Tips for IDG publishing affiliates on IDG's content-sharing strategy and guidelines

This is the third in a three-part series that looks at IDG Communications' editorial strategy in terms of search engine optimization and content sharing. This week, IDG News Service Editor-in-chief ***Marc Ferranti*** *explains content sharing guidelines that IDG's licensed publishing affiliates should follow. In part 2,* ***Dan Muse****, audience development director for IDG Communications U.S., talked about SEO from a B2B perspective. In part 1,* ***Marie Black****, group editor for IDG U.K., looked at SEO for B2C content.*

Q Can you summarize IDG's overall content-sharing strategy? Has it changed?

By sharing material and ideas we all generate worldwide, and then using expertise in our home markets to localize content, we can take advantage of IDG's global presence, work more efficiently and distinguish ourselves from the competition while maintaining and enhancing our relevance for particular demographic groups.

Marc Ferranti *joined the IDG News Service in 1996 as Paris bureau chief and has held a number of roles. He was named editor-in-chief in 2016.*

While that core philosophy has not changed, IDG's content-sharing strategy — and the guidelines under which content may be shared (see below) — has evolved over the last year or so. For example, in an effort to have each site more clearly focus on a specific group of topics and enhance SEO, we have moved away from cross-posting stories among the English-language sites in the U.S. and U.K. But internationally, outside of those countries, owned and operated business units and licensees may still repost and translate stories into different languages. (See, "New translation tool helps editors save time, produce local content and share expertise," in IDG World Update, 8/20/18.)

Q What does content- haring involve, exactly? How does it work?

Content-sharing involves more than simply taking a story from one site and reposting it on another. While editors, under certain guidelines, may republish stories verbatim or translate them word-for-word, there are a variety of ways to take advantage of content generated by IDG affiliates worldwide.

For example, stories may be used almost in their entirety but augmented by local staff reporting or edited for local style. Stories can be condensed into briefer items, or information from stories, such as executive quotes, may be incorporated into articles written by local staff. Stories may also be used for background information, research or to generate ideas for locally produced content.

It is important to note that simply going to an IDG site and copying stories into your own CMS, site or publication is strongly discouraged. The best way to obtain shared IDG content is to use IDGNS.com. Individual sites may have copyright restrictions that restrict some content from being used on other sites. In addition, editors reserve certain content, such as certain blogs, solely for their own sites in order to enhance the particular voice of their brand. The content on IDGNS.com, meanwhile, is there to be shared. If you need a login to IDGNS.com, just let me know!

Q When posting content from other sites, why is it important to credit the original site and author?

IDG affiliates have always been encouraged to select material of interest from IDGNS.com and present it in ways that they believe are appropriate for local audiences. But they should also retain the intent of the original author and properly credit and link to writers and sites that have invested in creating the content. This is more important than ever before, given the effort we've put into SEO over the last few years in an effort to garner search traffic, which is crucial to our business.

The prior two columns in this series on SEO and content

continued on page 5

continued from page 4

Content sharing

sharing, by **Marie Black** and **Dan Muse**, delved into the hows and whys of SEO. IDG has invested heavily in building up SEO expertise. That effort is damaged for the site producing a story if editors who repost it don't properly link back to and credit the original content. Otherwise, it is unprofessional to use content without proper credit, and of course replacing the name of the original author of a story with another name is plagiarism.

Q What are the guidelines for reposting stories from other sites?

A Complete guidelines for content-sharing can be found on IDGNS.com, in the "About" section, but I'll mention some salient points here. First of all, for stories, the author's name and source publication should be included. In addition, a link to the original publication should be included with the story, ideally a live link from the line that gives credit to the author and source. The name of the source publication is a good place to put the link.

Of utmost importance for SEO, canonical link tags that refer back to the story at the originating site should be included in republished versions. Original URLs for online stories are found at the bottom of each story document on idgns.com. These URLs should be used to construct canonical link tags when the story is published online by another site. This is what a canonical link tag looks like:

<link rel="canonical" href="http://www.computerworld.com/s/article/9232423/Microsoft_spills_Surface_RT_prices_start_at_499" />

Canonical link tags in the HTML of a story prevent Google from getting confused about which site is the original source of a story. Without them, SEO for the originating site is damaged. Click here for a more thorough explanation of the importance of canonical links, and instructions on how to add these tags. If you need further help, let me know!

Q IDGNS.com carries Premium Content. What does that mean?

A Premium content is high-value content meant to be gated, i.e., placed behind a paywall or registration wall. This practice feeds IDG's demand-generation business. If used in English, premium content stories must be gated. They can be freely used if translated.

Q What about images and video – can they be shared? Why are some images on IDGNS.com blocked?

A Video and some images can be shared and are available on IDGNS.com. Note that there is a big caveat involving images! Individual business units around the world have contracted with image suppliers such as Getty Images, and these images are subject to a variety of restrictions. This is why some images on IDGNS.com are replaced with a message that says 'The image originally shown here is subject to rights restrictions.' It is important to ensure that images have correct copyright information attached to them. Unfortunately, IDG has had to pay money to copyright holders for incorrect use of images. These cases have typically involved editors using images without including full copyright information along with images.

> "IDG affiliates have always been encouraged to select material of interest from IDGNS.com and present it in ways appropriate for local audiences. But they should also retain the intent of the original author and properly credit and link to writers and sites that have invested in creating the content."
>
> *-- Marc Ferranti*

When reproducing images, keep in mind that they should include attribution. In some cases this attribution should include the URL for the original work and the name of the license. Some licenses, including Creative Commons licenses, also require a link to the license itself. The images and copyright information available on IDGNS.com have been vetted for global use.

When publishing videos content produced by other IDG affiliates, credit the source and provide a link back to its video content page or YouTube channel in text accompanying the multimedia file.

Q Where can I go for further information?

A If you have questions about content sharing guidelines that were not answered in this column or in the content-sharing information on IDGNS.com, feel free to contact me. If you wish to be on the mailing list for my weekly email on upcoming, shareable content from U.S. B2B and B2C teams, let me know!

Write to Marc Ferranti at marc_ferranti@idg.com. ■

noteworthypeople

Promotions

Chiang

Previously research director at **IDC Taiwan**, **Helen Chiang** has been appointed country manager. "In her 11 years at IDC Taiwan, Helen has built a solid reputation as the domain expert across multiple research areas," said IDC Asia/Pacific Managing Director **Eva Au**. "Many of our customers regard her as the thought leader, and she is highly sought after for speaking engagements. She is frequently interviewed and quoted by leading IT media, such as The Wall Street Journal, Reuters, and CNET. The IDC Taiwan team looks to her as the leader who is resilient and adapt in managing chaos, calmly solving complex issues and courteously engaging with demanding customers. hchiang@idc.com

Yorifuji

Yukiharu Yorifuji had been promoted to research VP at **IDC Japan** in January after serving as group director for IT Services, Communications, and Imaging, Printing, and Document Solutions. Since then, he shared the title with Tomoaki Nakamura, and reported to him. With Nakamura's retirement this month, Yorifuji succeeded him and now reports to IDC Japan President **Masato Takeuchi**. "Yorifuji-san will be leading and developing new primary research based on many CISes, Tracker products, DX services and the changing needs and perceptions of enterprise IT customers," Takeuchi said. "He will be developing and executing regular surveys and leveraging IDC Japan research methodologies to identify how Japanese IT vendors and associated customer needs are changing." yyorifuji@idcjapan.co.jp.

New employees

Alvfeldt

IDG Sweden welcomes CIO Community Manager **Camilla Alvfeldt** who is responsible for the CIO Executive Club and content-producing events that target the CIO target group. She was previous a content producer at Alma Talent newspaper-related events. Camilla has a bachelor's degree in rhetorics from Södertörn University. She stays busy gardening and taking her two children to various sporting events. camilla_alvfeldt@idg.se

Garvey

Ryan Garvey is the new sales director for **IDG Communications**' CIO Executive Council. He was previously VP, Sales & Alliances at Aptitude Research Partners. He has a B.S. in forestry and a minor in nature resource economics from the University of New Hampshire. An avid gardener (and amateur entomologist), he grows a good portion of his food six month out of the year and is a stellar ping-pong player. ryan_garvey@idg.com

Coutinho

Previously a campaign analyst at TechTarget, **Taylor Coutinho** joins **IDG Communications**' Digital Account Services as a campaign coordinator. She has a degree in business administration, with concentrations in marketing and management, from the University of Massachusetts in Lowell and enjoys cooking, baking and going to the beach. taylor_coutinho@idg.com

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Three named to new management roles at IDG Sweden

IDG Communications President/International **York von Heimburg** announced several management changes at IDG Sweden effective Oct. 1. After three years IDG Sweden's CEO and managing director, **Kit Gould** will leave that role to devote more time and focus to his other responsibilities, as he remains head of the IDG Global Merger & Acquisitions team and country manager of IDG U.K.

"Kit has significantly contributed to the success of IDG Sweden with a clear and stable leadership and with his global experience in a time when IDG Sweden needed it the most," he said. "The organization has successfully transferred from a print dominated business in to one that is almost entirely digital and events with high growth in revenues and profits."

Allwin

B2B Publishing Director **Joakim Allwin** has been promoted to IDG Sweden country manager to foster a strong local leadership team, strengthen local understanding and relationships with customers and to support IDG's global capabilities and initiatives. "Joakim has gained a variety of experience and expertise in IDG Sweden's business during his 18 years with IDG working very closely with the sales, marketing, and publishing teams," von Heimburg said. "As a member of the management team, Joakim has also played an active role in the transformation of IDG Sweden into a tech media, data, and marketing services company. I am really happy to give him the opportunity to step up to a new level of responsibility. He will put in place the right strategies and innovations together with a great team to strengthen the strong market position of IDG in Sweden." joakim.allwin@idg.se

Jogin

In parallel, Allwin has asked Technical Director **Henric Jogin** to take on the new position of chief operating officer. "Henric will ensure IDG's leading insights into the opportunities and challenges of technology helps buyers make the right decisions through the production of great editorial content, by leveraging in-depth data to make sure our services efficiently connect vendors with premium audiences, and by furthering the technical advancements and best practice within IDG," von Heimburg said. henric.jogin@idg.se

Kisch

Allwin also appointed 11-year IDG veteran Senior Key Account Manager **André Kisch** as chief revenue officer/Direct. "André has held many sales leadership roles at IDG Sweden, most recently working very closely with its largest clients to build thought leadership, awareness, pipeline, and revenue through integrated programs that involve the full IDG portfolio," von Heimburg said. "André's focus will be to develop IDG's senior sales teams to grow the direct sold revenue, B2B, and B2C." andre.kisch@idg.se

Get social

Stay up to date on all things IDG by following the company's corporate social media accounts. For IDG Communications, go to Twitter, Facebook and LinkedIn, For IDC, Twitter, Facebook and LinkedIn. Share and retweet!

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Noteworthy

Gordon

IDGC Digital Account Services also welcomes Campaign Coordinator **Christy Gordon**. She recently graduated with a degree in marketing and global communications from Roger Williams University in Bristol, R.I. and was a marketing intern at AAA Northeast during her senior year. She enjoys playing volleyball, boating with family and friends, and listening to country music. christy_gordon@idg.com

Scacca

IDGC Digital Account Services Campaign Coordinator **Caroline Scacca** recently received a B.S. in marketing from the University of Massachusetts at Dartmouth and had been a marketing research assistant for the assistance vice chancellor of administrative services before graduation. She enjoys running, exercising and always being on the go — no surprise given her 12 years as a cheerleader. caroline_scacca@idg.com

Almekinders

Sander Almekinders is the content strategist for **IDG Benelux** as well as editor-in-chief of Computerworld.nl. He was previously editor-in-chief at Techzine.nl. He has an M.A. in English language and culture and an M.Phil. in general linguistics. He's the devoted dad to a three-year-old daughter and, as a craft beer fan, recently took a course to become a beer sommelier. salmekinders@idg.nl.

Nakropin

IDG Germany HR Assistant **Ina Nakropin** previously was an office manager and HR assistant at Haus des Stiftens gGmbH. She has a master's in political science from LMU München and enjoys yoga, reading and spending time with friends. inakropin@idg.de

Wallburg

Kris Wallburg is a trainee at **IDG Germany**. He has a B.A. in cross-media production and publishing from SAE Institute Bochum. While previously working at Knappschaft-Bahn-See, he was involved in relaunching the website of one of Germany's largest social insurance companies. Kris enjoys reading, spending time with friends and keeping up with technology and world events. kwallburg@idg.de

Et cetera

Mills

IDG Inc. Associate General Counsel **Leigh Mills** has earned the ANSI-accredited Certified Information Privacy Professional/United States (CIPP/US) credential through the International Association of Privacy Professionals (IAPP). Leigh's work with IDG includes data privacy law, including most recently, providing legal support to IDG, IDG Communications and IDC in their GDPR compliance efforts. Founded in 2000, the IAPP is the largest and most comprehensive global information privacy community and resource. The CIPP is considered the global standard in privacy certification. leigh_mills@idg.com

In memoriam: Ted Bloom

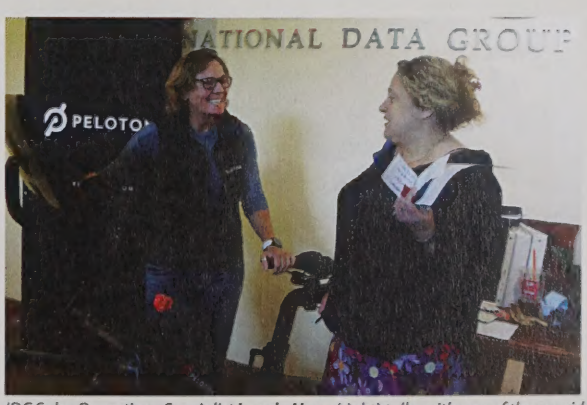
***Ted Bloom**, IDG's former CFO and president, passed away on Sept. 7, 2018. The following sentiments contributed by IDG staff reflect the feelings of employees throughout the organization.*

Bloom

Ted was one of the very first employees of IDG and worked alongside founder Pat McGovern for almost 50 years. Ted was known for many things across the business including his expert financial knowledge, astute understanding of the business and most importantly, one who recognized and appreciated the contributions of every IDG employee. He was one of the kindest, most genuine, compassionate, and empathetic leaders. Ted made IDG better and was a key influencer in the shaping of IDG's unique and special culture. Those who had the privilege to work with him over the years know he was truly like no other leader, mentor and friend. Although Ted retired in June 2017, his influence continues to be felt today and undoubtedly will continue to do so in the years to come. He is and will continue to be deeply missed.

Ted leaves his wife Barbara, children Ben and Jill, and three grandchildren.

Going to the fair



*IDC Sales Operations Specialist **Laurie Horn** (right) talks with one of the providers at the IDG Health & Wellness Fair, held earlier this month in Framingham, Mass. Employees could take part in various health screenings; talk with representatives about insurance, nutrition, bone marrow donation and other services; sample drinks from the smoothie bar and interact with dogs available for adoption from Yankee Golden Retriever Rescue.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34
Cheryl Crivello *IDG Communications*

29
Kevin Greene *IDG Communications*
Bryan Ma *IDC Singapore*

25
David Emberley *IDC*

21
Jen Garofalo *IDG Communications*
Barbara Hall *IDC Canada*
Tanya Braitchouk *IDC U.K.*

20
Stephen Clifford *IDC*
Mike McGoldrick *IDG Communications*
Ann Bednarz *IDG Communications*

19
Wesley Dotts *IDC*
Thomas Mainelli *IDC*
Doug Dinely *IDG Communications*
Chris Sullivan *IDC Canada*

18
Sara Scogland *IDG Communications*
Wayne Humphrey *IDG Communications*
Lawrence Surtees *IDC Canada*
Raymond Hoskins *IDC U.K.*
Lianfeng Wu *IDC China*

17
Martyn Williams *IDG Communications*

15
Rasmus Andsbjerg *IDG Sweden*
Jürgen Göetz *IDC Germany*

13
Joakim Djurberg *IDG Sweden*
Laurent Aube *IDC CEMA*
Marie Black *IDC U.K.*
Jason Gorud *IDC Singapore*

12
Mary Conroy *IDC*
William Davis *IDC*

11
Marianne Kolding *IDC U.K.*
Jason Un *IDC China*
Patrick Lee *IDC Singapore*
Joey Yen *IDC Taiwan*
Harish Nanjundappa *IDC CCR*

10
Roman Loyola *IDG Communications*
Marek Kujda *IDC Poland*
Boobalakrishnan Chandramohan *IDC CCR*

8
Robert Charlton *IDC*
Abhijeet Dugar *IDC*
David Baron *IDC*
Daniel-Zoe Jimenez *IDC Singapore*

7
Caroline Askheim *IDG Sweden*
Brendan McGowan *IDG Communications*
Winona Seibert *IDG Corporate Services Group*
Gabriela da Piedade *IDC Brazil*
Enrique Phun *IDC Peru*
Sara Santosh *IDC Middle East & Africa*

6
Gina Galvagni *IDG Communications*
Shirley Tsai *IDC Taiwan*

5
Libor Dvorak *IDC CEMA*
Hong Lu *IDC China*
Avinish Dixit *IDC CCR*

4
Jeffrey Hojlo *IDC*
Jean Francois Segalotto *IDC Italy*
Malak Al Hassan *IDC Saudi Arabia*
Sang Jun Kwon *IDC Korea*
Anne Tang *IDC Singapore*

3
Michael Mahan *IDC*
Brittany Angel *IDG Communications*
Neil Glass *IDG Communications*
Samantha Kimber *IDG Connect*
Hanna Holovska *IDC CEMA*
Richard Clarke *IDG U.K.*
Amber Chin *IDC China*
Navkendar Singh *IDC India*
Jlyne Ubina *IDC Philippines*
Jessie Cai *IDC Singapore*
Emma Liu *IDC Taiwan*
Rita Tseng *IDC Taiwan*

2
Ari Tashman *IDC*
Luis Reyes *IDC*
Zsofia Madi-Szabo *IDC*
Missile Liu *IDG China*
Jack Phillips *IDG Global Solutions*
Daniel Cacares *IDC Peru*
Josef Stern *IDC CEMA*
Banu Sogut *IDC Turkey*
Hanwei Lee *IDG Australia*
Zhenshan Zhong *IDC China*
Ashweej Aithal *IDC India*
Prem Kumar *IDC CCR*
Shashiraju Siddaraju *IDC CCR*
Kenny Yap *IDC Malaysia*

1
Michael Dods *IDC*
Lisa Veras *IDC*
Jaqueline Soares *IDC Brazil*
Tomas Vechet *IDC CEMA*
Merve Kaya *IDC Turkey*
Alvin Jonathan Julian *IDC CCR*

Al fresco dining

The IDG Corporate Action Council hosted an end-of-summer lunch for Corporate employees at 5 Speen St. in Framingham, Mass. Tennessee's BBQ catered the meal, an ice cream truck stopped by, and drawings for raffle prizes were held during the afternoon.

(L-R): Karen Smaralz, Julie Boudreau, Debbie Sobin, Cathy Cosmo, Cheryl Talamini and Colleen Boucher.

AMY HANANIA PHOTOS

(L-R): Devari Green Irene, Gary Crandall, Evan Collyer, Donna Marr and Julianne Chen.

conferencerooms

Why settle for naming the office's conference space Meeting Room #1 and Meeting Room #2 (although some offices do), when using a theme injects a little serendipity into the work day. Here are a few examples; see more that ran in part one earlier this month.

IDG Corporate, Framingham

AMY HANANIA

Patty Gill, Devari Green Irene, John Robison and Bushra Khalid huddle outside Fiji. Or, they could have visited Aruba, Bahamas, Maui, Key West or the Cayman Islands.

IDG Sweden

MARIE JERBRANT

*The stars align in Stockholm. (L-R): **Rini Bergström, Andreas Thors, Tomas Norrman, Anna Lagercrantz** and **Peter Nyström** gather in Polaris. Other rooms include Pollux, Vega, Mimosa, Nunki, Altair, Bellatrix and Capella.*

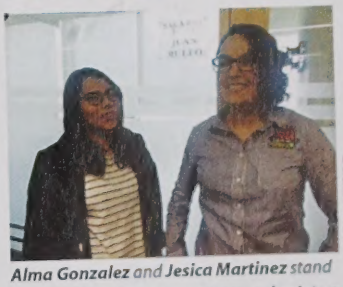
IDC Brazil

*Brazil's notable trees include jacarandas and flamboyant. (L-R): **Gabrielle Ribeiro** and **Rayssa Pontes**.*

IDC Italy

*Colors rule in Milan: **Barbara Cambieri** and **Roberta De Ponti** visit the Olive conference room.*

IDC Mexico



ALIDA GRECO

Alma Gonzalez and Jesica Martinez stand among famous Mexican writers and painters such as Juan Rulfo and Jose Carbadillo.

IDC Framingham

EMILY LAMBERT

*Given choices among Helsinki, Vienna, Amsterdam and other cities, **Max Pepper, Victoria Brown, Harsh Singh** and **Ricky Sain** opted for Lisbon.*

IDG U.K.

DOMINIK TOMASZEWSKI

Fonts sync with IDG U.K.'s editorial DNA: Vendome, Times and Scala.

Send ideas for features or photos that show a day in the life of IDG to world_update@idg.com.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG World Update

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New twists on CIO 100 sessions deepen audience engagement

CIO Programs Executive Director Maryfran Johnson gave the audience moderator duties for one style of workshop, and turned the Hall of Fame closing session into a mentoring opportunity.

SEE MORE ON PAGE 2

Also inside

Q&A with IDGC Director of Audience Development Dan Muse: SEO, B2B editorial and PageOne

Job Spotlight: Director, Content Marketing Services, IDC Asia/Pacific

IDG thought leadership on display at ENGAGE

Employee service groups collected snacks and school supplies for Framingham-area children in need.

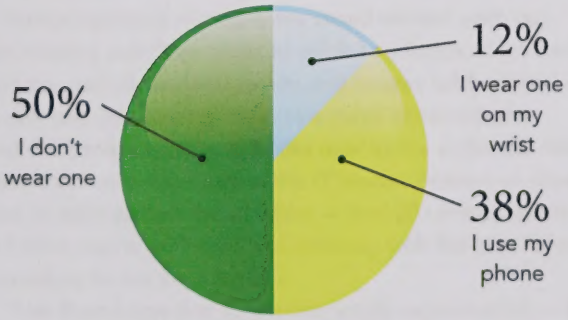
SEE MORE ON PAGE 5

What's in a name? Check out the conference room themes at IDG offices around the world.

SEE MORE ON PAGE 7

Question of the week results

Do you use an activity tracker?



Log on to www.idgcentral.com to vote on this week's question:

When was the last time you went to a movie theater?

CLICK HERE

IDG Calendar Contest ends next week

Sept. 14 is the last day to submit photos to IDG's 35th Annual Employee Calendar Contest.

The calendar, which is mailed to all IDG-affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote-getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively. Here's what to do:

- Submit up to two color or black-and-white digital images on any subject. Photos must be taken by a current IDG Communications, IDC or Corporate Services Group employee or licensee partner.
- Images must be high-resolution files suitable for publication in a wall-format calendar.
- Photos may be vertically or horizontally oriented; no panoramic-width photos. Each entry should have your name, business unit, e-mail address and photo title in the body of the e-mail.
- Send photos and questions to world_update@idg.com.

CIO 100 session turns audience into panel moderators

This twist, plus an opportunity to be coached by Hall of Fame winners, deepens attendee engagement

Given that this year's theme for the CIO 100 Symposium and Awards was "The Innovation Conversation," CIO Programs Executive Director **Maryfran Johnson** knew that she wanted to shake up the agenda template she'd been using for her moderator duties since 2009. Yet since sponsors have designated times for their presentations and breakout sessions, any plans to disrupt the agenda needed to work around IDG's business commitments, as well.

Innovating with the standard panel formats seemed an obvious choice. "The number one request we hear from attendees at our many CIO events during the year is for more time to talk with each other throughout the day," she said. The agenda flow of presentations, panels and workshops at the CIO100 has worked really well for years, she added, "so it was a risk to mess too much with success! But so many of our speakers were talking about experimentation and business disruption — it felt important for us to follow their lead."

Two "disruptive" sessions encouraged more attendee interaction.

Johnson took a fresh approach with two different session types: the CIO 100 Winner Lightning Rounds & Workshop, and the Hall of Fame panel, which serves as the classic closing keynote session.

For the lightning rounds, three award winners each get seven minutes and three slides to tell the audience about their innovative project, business results and lessons learned. Rather than Johnson interviewing them as a panel afterward, she turned the panel moderation duties over to the audience. After the three winner presentations, the IT leaders present — already seated at eight-person round tables — had 20 minutes to talk about what they'd just heard and come up with the best follow-up questions to ask the panelists.

"I let them know that all this was totally experimental — but I was counting on them to do a good job!" she said. The topics covered by the lightning round presenters were customer engagement, cloud technologies, data-as-a-service and leading-edge digital.

While Johnson was a bit worried that all the questions might target a single panelist or that the questions might not be insightful enough, she was pleasantly surprised. "Honestly, all the questions were better than I would have come up with." The 20-minute Q&A sessions turned out to be much more interactive than usual, and after the first lightning round — there were two on each day for a total of four throughout the event — the audience knew what to expect. The sessions also got livelier as the CIOs enjoyed competing with other tables to offer the best and most thoughtful questions.

For the Hall of Fame panel — the grand finale on the second day — her usual approach has been a moderated discussion with a handful of the newly inducted Hall of Famers, talking about leadership, strategy and career paths. To disrupt this one, Johnson turned it into a free-form, career-focused mentoring session. The mentors included 13 new Hall of Fame honorees plus six members of the CIO Executive Council advisory board

Johnson talked up the session earlier in the day, reminding attendees to compile their own wish lists of the CIOs they most wanted to talk to about their own career paths and leadership challenges. After everyone came back from a networking break, they found the mentors seated at tables, ready to engage with them. The tables filled up on a first-come, first-served basis. The mentors initiated the session by asking what attendees wanted to get out of the conversation or what they're struggling with as IT leaders. From there, the group had 60 minutes to tap into these world-class IT leaders' expertise on business strategy, career paths and other topics.

"It turned out to be a very relaxed session with high-quality conversations, and the mentors appreciated that they didn't have to prepare anything in advance," Johnson said.

As an additional way to encourage networking during the event (as she does at all of her CIO events), Johnson constantly reminded the attendees to change their seats following every break so they'll have the chance to meet more of their peers.

"When you have a big room full of smart but introverted people, you need a pushy extrovert to remind them all that they're here to network and talk to each other!" she added. "At this CIO 100, we really took that mission to the next level."

Write to Maryfran Johnson. ■

Backgrounder

SEO, B2B editorial and the launch of PageOne

This is the second in a three-part series that looks at IDG Communications' editorial strategy in terms of search engine optimization and content sharing. ***Dan Muse****, audience development director for IDG Communications U.S., talks about SEO from a B2B perspective. In part 1,* ***Marie Black****, group editor for IDG U.K., looked at SEO for B2C content.*

Q After many years as an editor, most recently at CIO, you are now director of audience engagement for U.S. B2B. What are your duties?

Ealier in his IDG career, ***Dan Muse*** *had been senior features editor at Macworld and editor-in-chief at CIO before returning to the company in his new role late last year.*

A My career has always been in editorial, and I think my background in technology journalism helps me a lot in my current role. I work with the B2B brand's editorial team on how to best align content strategy with search opportunities. I also track the progress of the topics and keywords we're targeting and help identify new keywords to add. I think my background as editor in chief of CIO.com helps me understand how to best approach our content strategy goals. And I'm hopeful I've built a level of trust among the editors.

Q How has SEO changed the way editorial chooses topics?

A SEO has long been a part of our focus in B2B editorial. Today, however, SEO is more engrained in the decision-making process. While we take a more analytical and process-driven approach to identify what topics readers are searching for answers on, the goal is the same as always: to deliver the best, most relevant content for our readers. Fortunately, search engines have evolved to the point where there are few tricks and ways to game the system. What wins is high-quality content clearly focused on a topic or group of topics. Google talks about building EAT: expertise, authority and trust. That plays to our strength.

Domain expertise and our commitment to editorial of the highest quality is still at the heart of what we do, but SEO complements that editorial expertise. In fact, it's a way to help take a more granular approach to applying that expertise and ensures that readers find us for the content we excel at producing.

Q How do you make SEO actionable and measurable for the B2B sites?

A Identifying what terms and topics are most important to our readers — and our business — is the first step. Based on each site's core mission we create a keyword list for each site — a list we monitor and iterate weekly. Each site identifies roughly 200 keywords that we track. That list is divided into three categories: Keywords related to topics that we cover on a regular basis, keywords that are core to audience but may be more related to reference topics and, therefore, not updated as frequently at the first group, and keywords that are important to our coverage, so we want to track our search engine results page (SERP) activity.

Each keyword topic in the first group has an article that serves as the foundation of our coverage for that topic. We also update those articles when opportunities arise or the industry dictates. Refreshing content is important to both stay on top of search results and provide our readers with the most accurate, up-to-date info.

Some examples of top-ranked keywords by several of the brand are IT leadership, technical skills and business intelligence (CIO); EMM, Chrome OS and blockchain technology (Computerworld), agile development and java 11 (Infoworld), hyperconvergence and fog computing (NetworkWorld) and social engineering, data security and password managers and ransomware (CSO).

We measure our SEO results using a variety of the tools. The three most important ones are Moz Pro, Google Search Console and Google Analytics. Moz Pro lets us track individual keywords and groups of keywords, spot opportunities and compare our search results to competitors. Google Search Console lets us dig deeper into the specific search queries, search impressions, clickthrough rates and more. We also monitor it for technical SEO. We use Google Analytics to both track traffic for specific articles, video and more and to look for large trends in audience engagement (e.g., time on site, bounce rates, video views, pages per visit and so on).

Q How does editorial help drive the new PageOne program?

A The Page One program grew organically and, to my mind, is a great example of what can happen by sharing data. Each week, we produce a keyword report that was originally produced for the editorial team. Several months ago, [Editorial Director, U.S. & U.K.] **Matt Egan** recognized that the report might be of interest outside of editorial and sent it to Ram [**Kumaran Ramanathan**, president, [IDG Communications Worldwide] and **Charles Lee** [president, IDGC U.S.]. They saw the business value of our top-ranked keywords and that led to SMS developing the Page One program. The program teams trending editorial content with sales opportunities for clients that want to create an ad campaign built around the terms we rank for and the topics most important to our audience.

The campaigns are built around curated articles that have high SEO value for groups of keywords and deliver a significant volume of organic traffic. Those articles are promoted through a custom native ad unit. The program provides sponsors contextual alignment with

continued on page 6

Job Spotlight

Director, Content Marketing Services, IDC A/P

Name Isabelle Chan

What does IDC's Content Marketing Services group do? We focus on helping IDC clients leverage IDC data and research in their go-to-market campaigns. We work closely with IDC's analysts to deliver compelling content assets in various formats, ranging from infographics to white papers. Up until recently, my group had been known in Asia/Pacific as Integrated Marketing Services, but it is being rebranded as IDC Content Marketing Services to be aligned with that function at IDC offices globally. It is part of IDC's Custom Solutions.

What a Content Marketing Services director does I work closely with the sales team during the pre-sales stage to ensure projects are scoped out correctly and assign a project manager once a contract is in. We are a team of three content marketing specialists in the Singapore office with one goal: to deliver the right content, in the right format, for the intended audience.

The services I deliver and who my primary customers are It's not just what we say, but how we say it. The Content Marketing Services unit is in a unique position to help our clients leverage IDC's research insights to educate their prospects and customers on hot-button topics or simply renew interest in a technology that may have lost its luster.

Key skills required for my job Content writing and editing skills is a basic requirement, but more importantly is having the soft skills to work with the team, motivating everyone and staying ahead of the project. As project managers, we do not have authority over those who are part of the team. How do we get everyone to meet deadlines and stay on track? We're like the conductor of an orchestra, finding a way to get the best out of every team member – the analysts, designers and customers.

A typical day It varies every day. Some days, it could be just focusing on editing a white paper in the morning and in the afternoon, waiting for designers to send through design drafts and in between responding to queries, supporting sales on reviewing sales proposals or scoping for a new project. Sometimes I'd expect a busy first half of the week, but then there are client delays on approvals or feedback, or when meetings get rescheduled, and so we get a breather for a day. And there are days when everything comes in and needs to be addressed — all on a Friday, and we're rushing just to meet the deadlines with no time for lunch!

Best part of my job The projects we take on are varied, from custom surveys and videos, so there's always something different, which makes this job interesting. I've been with IDC for 10 years, and truly, there is always some new to learn. The 3rd Platform and Digital Transformation have opened the door for exciting opportunities, and certainly the move to create more visually appealing content like IDC Infographics is one reason I love my job.

Most challenging part of my job Managing projects in which clients have the wrong expectations or when there is a super-tight accelerated deadline.

***Isabelle Chan** joined IDC Asia/Pacific in 2008.*

An on-the-job issue that I'd like to know how other colleagues are handling Challenges can arise when the client stakeholder doesn't agree with IDC's opinion or commentary in the content that we're developing and insists that we rewrite it or accept their edits. In one project, we went through a couple of rounds of changes on just one phrase. I'd like to hear how other colleagues have dealt with something like this.

A recent accomplishment We started introducing infographics as a product in 2014, and when I look back at the first piece that we developed and what we're developing today, I have such a great feeling of accomplishment. We've been learning along the way, getting new ideas and bringing in new external designers. Seeing all the great work that we're putting out now, I'm proud of our team and our analysts in creating a compelling story with our data in a visually appealing format.

What colleagues would be surprised to learn about me That I wanted to become a nun at the young age of 16!

Write to Isabelle Chan. Other On the Job profiles include include Associate Manager, Digital Account Services and Executive Editor, Online Data & Analytics (both at IDG Communications U.S.) and Business Intelligence Developer (IDG Sweden). ■

IDG thought leadership on display at ENGAGE for tech marketers

***Adam Dennison** (left) moderated the tech executives panel, which featured **Walter Curd**, VP & CIO, Maxim Integrated Products; **Ann Dunkin**, CIO, County of Santa Clara, Calif.; and **Deb Muro**, CIO, El Camino Hospital.*

The 78 tech marketers who came to the latest IDG ENGAGE event last month in Menlo Park, Calif., learned from IDG experts and tech executives and gained insights into what motivates key decision makers, how to best reach their target audience and ultimately forge successful relationships. It was the 10th event in the ENGAGE series, which began in 2015,

IDG Communications SVP/Sales **Julie Ekstrom** kicked off the half-day program with highlights from IDG's recent research on the tech buyer's journey.

Two panel discussions followed. **Adam Dennison**, SVP/GM and publisher, CIO, talked with CIOs about their organizations' structure and focus, line-of-business partnerships and how company culture is playing a role in tech adoption, among other topics. IDGC Global Content Director **Rob O'Regan** interviewed marketing executives about the many forms of collaboration between sales and marketing, and the KPIs they use to measure success.

VP/Marketing **Sue Yanovitch**, Director of Marketing **Lynn Holmlund** and Senior Marketing and Research Specialist **Stacey Raap** developed the program, and West Coast sales staff helped recruit attendees and served as hosts.

The Menlo Park attendees were actively engaged during the Q&A sessions, Holmlund noted. Many of them have reached out for follow-up information, and 100% said they would recommend the event to peers.

"[We got] high-quality information that I will be able to leverage throughout the year," one attendee said. "It was great networking with peers experiencing the same challenges."

Write to Lynn Holmlund. Read one attendee's impressions of the event here. ■

Stay up to date on all things IDG by following the company's corporate social media accounts. For IDG Communications, go to Twitter, Facebook and LinkedIn, For IDC, go to Twitter, Facebook and LinkedIn. Share and retweet!

Snacks and back-to-school supplies benefit Framingham-area children

Two Framingham employee service groups, the IDG CAC (Corporate Action Council) and IDG Communications CAB (Corporate Action Board) joined together to gather school supplies — backpacks, pencils, notebooks, lunch boxes, binders, folders and more — for local families. They partnered with SMOC, which the groups collaborate with for the Giving Tree projects in December.

*IDG Corporate's **Judy Callahan**, **Patty Gill** and **Cathy Garland** get ready to bring the donations out to SMOC's van.*

For another initiative, the IDC Cares Committee put together snack packs for children in need who during the summer aren't able to access the free food programs offered through their schools. Employees donated to the collection, which was chaired by Senior Client Relationship Manager **Karen Bershtein**, July 18 to Aug. 8, and volunteers assembled more than 100 packs the next day. This was the first time IDC partnered with the Pearl Street Cupboard for this project. ■

Each of the snack packs included three each of drinks, bars, meals and fruit.

Does your business unit or department participate in community service projects? Write to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company Aug. 1-12.

33
Mary Gibbons IDC

30
Hilary Smith
IDG Corporate Services Group

29
Debbie Bernardi IDC

28
George Bulat IDC Canada
Maria Lopez Marzal IDG Spain

27
Bill Bernardi IDC

26
Alyson Morales IDC

25
Cheryl Talamini
IDG Corporate Services Group
Rob Novorolsky IT World Canada

23
Glenn Mosesso IDG Communications

22
Kathleen LaPorte IDC
Steve Phillips IDC
Betty Amaro-White
IDG Communications
James Walker IDG U.K.

21
Teresa Haas IDG Communications
April Montgomery IDG Communications

20
Catarina Källström IDG Sweden

19
Michelle O'Malley IDC

18
Gary Nagle IDC
Anthony Strattner IDC
Tom Schweiters IDC Hungary

15
Susan Skowronski IDC

14
Athen O'Shea IDG Communications
Juan Pablo Seminara IDC Argentina
Denis Arcieri IDC Brazil
Carl-Johan Wollner IDG Sweden

13
Chris Kay IDG Communications
Haydee van den Berg IDC Benelux

12
Per Melker IDC
Teresa Tassone IDC
Janice Tong IDG Australia

11
Chris Brown IDG U.K.
Mat Panchalingam IT World Canada
Ola Ljungstedt IDG Sweden

10
Thomas Rubel IDC
Keith Linden IDG Communications
Sveta Surgay
IDG Corporate Services Group
Ella Hwang IDC Korea
Michael Vorisek IDC CEMA

9
Salvador Trejo IDC Mexico
Nadja Bayraktar IDC Germany
Paolo Massarani IDC Italy
Thorenz Lynn-Kristin IDC Germany
Lubomir Dimitrov IDC Bulgaria

8
Pavel Soper IDC CEMA
Petr Zajonc IDC CEMA

7
Kathleen Schaub IDC
Jenelle Villani IDG Communications
Julio Benedetti IDG Spain
Ramaa Bhardi IDC Middle East & Africa

6
Fiona Macrae IDC Ireland
Simone van der Koou IDC U.K.
Miriam Jezkova IDC CEMA

5
Serge Finding IDC
Serdar Yegulalp IDG Communications
Stacey Raap IDG Communications
Sabrina Schmitt IDC Germany
Daniel Nyaga IDC East Africa

4
Sherry Brecher IDG Global Solutions
TImonthy Greene IDC
Dinh Hang IDC
Jonathan Larrad IDC Canada
Joao Pais IDC Portugal
George Kalebaila IDC South Africa

3
Carlos Gonzalez IDC
Jeffrey Rivkin IDC
Ryan Ayalde IDG Communications
Samantha Casale IDG Communications
Consuela Fung IDG Benelux
Patricia Vilaca IDC Brazil
Francisco Almeida IDC U.K.
Gerald Geifing IDC Austria
Ondrej Kmoch IDC CEMA
Ivana Slaharova IDC CEMA
Corina Grecu IDC Romania
Zhanna Kotliar IDC Ukraine
Pinkal Patel IDG Australia

2
Charlotte Trueman IDG Connect
Frank Dickson IDC
Zsofia Madi-Szabo IDC
Christina Manfroni IDC
Patrick Lyn IDC Canada
Andrea Sangalli IDC Italy
Mario Moreno IDG Spain
Anna Dubrawska IDG Poland
Klaudia Kaluska IDG Poland
Martina Toskova IDC CEMA
Lukas Dockal IDC CEMA
Gabriela Gawlik IDC Poland

1
Peter Finalle IDC
Nikita Rajan IDG Communications
Katie Gao IDG Corporate Services Group
Donna Marr
IDG Corporate Services Group
Antonio Jose Arantes IDC U.K.
Ignacio Cobisa Perez IDC Spain
Gian Carlo De La Paz IDC Sweden
Vikas Makwana IDC U.K.
Christopher Pennell IDC U.K.
Nerea Bilbao IDG Spain
Daniel Ronceros IDG Spain
Hana Chmelova IDC CEMA
Jan Holy IDC CEMA
Adam Smaza IDC CEMA
Tunde Sopronyi IDC Hungary

continued from page 3

SEO

trending editorial content.

Q What kinds of results has PageOne delivered this year?

A According to IDG Strategic Marketing Services, 20 programs have sold or been reserved, with nearly a half million in revenues. Renewal rates are high, and Page One anchors bigger programs and investments, so the collateral impact is much larger. There are also further developments on the offering, such as P1 video extensions.

Q Years ago, there was such a strict separation of church and state (i.e., sales and editorial), that IDG's policy forbade layout people to include a product ad on the same page as content that mentioned the product. As an edit person, how to you rationalize the change in philosophy?

A Fair question, but I'm confident in saying that the separation between church and state is as strong as ever. I'm not sure that the competitive separation example mentioned can be applied the same way in a digital world, but editorial independence still reigns. The Page One program simply matches trending editorial content with business opportunities. For example, NetworkWorld ranks number 1 for hyperconvergence. We have several articles that rank for it and various iterations of it. Page One provides the opportunity to target ads to articles that rank well for hyperconvergence on SERPs. It's highly targeted but not radically different than using our taxonomy.

conferencerooms

After IDC offices in Canada and China moved into new spaces and selected conference room names, IDG World Update took a look around to see what themes are out there in the greater IDG world. This is just a start. Send photos and info for a future part 2!

501 2nd St., San Francisco

DAN MASAOKA

*(L-R): **Luis Ibarra, Suvid Tubtimcharoon, Sarah Decuffa** and **Nikita Rajan** assume their Star Trek positions in one of the science fiction-themed meeting rooms at IDG Communications' West Coast office. The other names are Admiral Adama, HAL, Johnny-5, Yoda, E.T. and Ripley.*

Does your office have a conference room theme? Send photos and info to world_update@idg.com.

IDC China

ELLY HAO

*Analysts **Lizzie Li** and **Kai Cui** work in Meeting Room 1. The door to each of four meeting rooms displays its respective number in different languages. Five managers' offices are named after the aspects of digital transformation.*

IDC Canada

*Canadian lakes is the theme of IDC's Toronto office, which just relocated to a new space within its longtime downtown building. (L-R) **Cristina Santander, Warren Shiau** and **Andrea Loziuk** work in the Lake Ontario conference room. (Photo by George Bulat)*

492 Old Conn. Path, Framingham, Mass.

***Carolyn Yanuskiewicz** and **Nick Minieri** know that when IDG Communications meetings go long, employees can snack on Mounds, Almond Joy, Reese's, Hot Tamales and Jolly Rancher candies — depending on what room they're in. (Photo by Patricia Smith)*

IDC U.K.

*(L-R): **Malini Paul, Angela Salmeron, Miles Dawson, Duncan Brown** and **Marta Pinto** outside Lovelace. Eight rooms in London are named after notable IT industry figures, including Hamilton, Hopper and Berners-Lee. (Photo by Kanupriya)*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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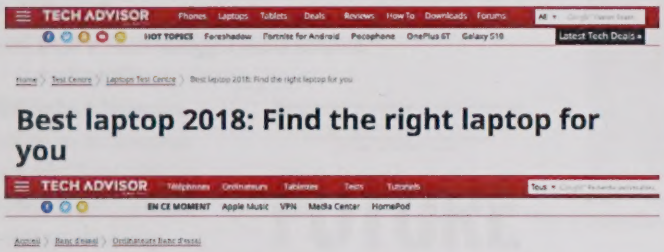
HOW-TO - page 3 | NEWS - page 2,4 | ANNIVERSARIES - page 6 | UNSUNG HERO - page 8

New translation tool helps editors save time, produce local content



IDG Communications editors working with sites written in German, English, French, Spanish, Dutch and Polish are testing automated translation as a means of efficiently sharing content and strategy across the globe.

SEE MORE ON PAGE 4

Also inside

SEO: IDG U.K. Group Editor Marie Black shares tips and tools to delivery high-visibility B2C content

IDC Canada moves to updated office space

Glenn Rifkin and Pat McGovern III on the making of the upcoming book inspired by IDG's founder.

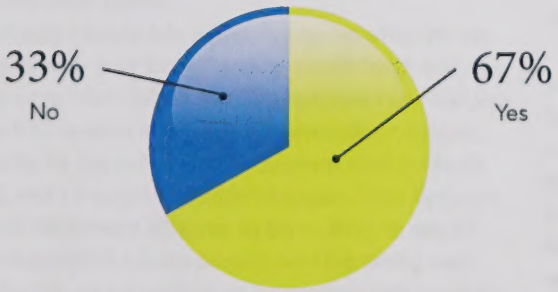
SEE MORE ON PAGE 2

Unsung Hero: IDGC B2C Staff Writer Michael Simon is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Apple's value is $1 trillion. Do you use an Apple product or service?



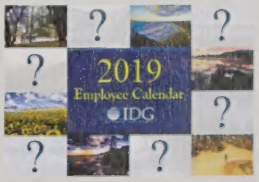
Log on to www.idgcentral.com to vote on this week's question:

Do you use an activity tracker?

CLICK HERE

IDG Calendar Contest ends Sept. 14

Calling all photographers! Enter your two best shots in IDG's 35th Annual Employee Photo Calendar Contest.



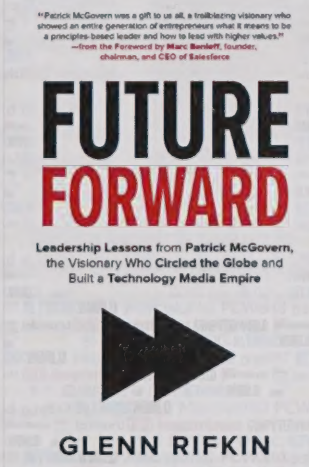
The calendar, which is mailed to all IDG-affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote-getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Photos must be taken by a current IDG Communications, IDC or Corporate Services Group employee or licensee partner.
- Images must be high-resolution files suitable for publication in a wall-format calendar.
- Photos may be vertically or horizontally oriented; no panoramic-width photos. Each entry should have your name, business unit, e-mail address and photo title in the body of the e-mail.
- Send photos and questions to world_update@idg.com.

Pat McGovern's leadership lessons form basis of new book available Sept. 21

During IDG founder **Pat McGovern**'s long career, countless magazine features, newspaper articles and video interviews captured small snapshots of his personality, business philosophy and achievements. But as many who knew him would agree, it would take a book to provide more insight — and so many great stories — into how McGovern grew IDG into a global company. On Sept. 21, that book will be released: "Future Forward: Leadership Lessons from Patrick McGovern, the Visionary Who Circled the Globe and Built a Technology Media Empire."

Author **Glenn Rifkin** had been an editor with Computerworld from 1983 to 1990. "I got to know what an amazing person Pat was, with his unique view of the world of information technology and business. After I left IDG, I worked for him doing some speechwriting. Over the years, I wrote several articles about him for The New York Times and other publications, and I got to know him even better. Periodically I would say, half-seriously, 'so when are we going to write your book?' and he would laugh and say, 'There's too much left to do.' The last time I saw him was at the IDG reunion in 2013 and I asked about it again, but sadly he ran out of time [McGovern died in March 2014], and I thought it wouldn't happen. Then Pat's son [**Patrick McGovern III**] came to me in 2016 to see if I was interested in a book project, and the timing was right for me, so we worked on it together. He's been an amazing supporter of this project."



*A companion website for the book invites visitors to share photos and memories of IDG founder **Pat McGovern**.*

The original plan was to develop a business biography, but Rifkin realized that might not be the best way to attract readers who didn't know McGovern, and there might be a better angle to take. "We thought it would be best to aim for takeaways, so the leadership lessons theme emerged organically," he said.

*During their trip to Beijing last year, **Glenn Rifkin** (left) and **Patrick McGovern III** visited each of the three Beijing universities with a McGovern Institute for Brain Research for brief memorial services.*

Among the lessons:

- Define a clear mission early in the game for long-term success.
- Identify new markets and move fast.
- Decentralize. Expand your business globally but have it managed locally.
- Listen to your customers and empower your people.
- Hire the best and challenge them to do their best work.
- Foster a let's-try-it attitude throughout the company.
- Lead with optimism and stay true to your values and vision.

Rifkin said he wanted to "impart the special uniqueness that Pat brought to his business career and his life," but how to do that had to be sorted out. "We needed a sense of who Pat was and where he came from, and there was a big first chapter about his early life. But the editor at McGraw-Hill, the book's publisher, thought it slowed things down. She wanted me to get right to the lessons. I understood, but I felt we needed to understand Pat's background and his cathartic life moments, so I pushed back."

Rifkin and Pat's son traveled the world together as Rifkin interviewed dozens of current and former IDGers and others who played a role in his life. They encoun-

continued on page 5

Backgrounder

SEO: Tips and tools to deliver high-visibility content

This is the first in a three-part series that looks at IDG Communications' editorial strategy in terms of search engine optimization and content sharing. ***Marie Black****, group editor for IDG U.K., talks about SEO from a B2C perspective.*

Q As group editor, what's the scope of your work?

A I manage the editorial team across all our consumer titles in the U.K., and this includes being involved at all stages of planning, writing and optimizing content. I'm responsible for creating and maintaining a running order for each site that helps to ensure we are holding on to search rankings for evergreen content, affording proper attention to new products and trends, and that we are pursuing the 'right' type of search terms — both competitive and lucrative — for traffic and/or ecommerce.

Marie Black *joined IDG U.K. in 2005.*

Search engine optimization (SEO) is hugely important for each of these tasks, since the majority of our traffic comes from search. It's my job to ensure our editors are writing content in such a way that we win and maintain search rankings on the keywords we determine to be worth chasing.

Q Simply put, how do you define SEO?

A Applying SEO to an article is not so much about considering what Google wants as it is about a reader's needs. Many of its search algorithm changes have been associated with making content more accessible to readers and refining the quality of search results. Thus, the copy we write has to put the user experience first and foremost: what do they want to know and how do they want us to tell them about it?

SEO is concerned with optimizing an article in such a way that it is clear to both Google and a reader exactly what it is about and encouraging Google to then rank that article on a related search term. It doesn't matter how well researched is a story or how much time and effort you have put into writing it if no one reads it, so ultimately the goal is to ensure our content is seen by an engaged audience of technology purchasers.

Q How can reporters use SEO techniques?

A Even before our editors begin writing a new article we ask them to consider three things: what is the search term we are trying to win, what is the thing people want to know about this subject, and how can we do this differently to the competition? Our headline will be based on the exact query we think people are searching for, with that search term (and variations on it) included in all key parts of the article's structure, from the meta description and H2s [header 2 tags, which gives more insight into what the content covers than the H1 headline tag], to image filenames and URLs.

News journalists are taught that a sub-editor should be able to cut their copy from the bottom up without it affecting the gist of the story, and we apply this theory to all our content. We want a reader to know our page is going to fulfil their needs as soon as they land on it. This means answering the question posed by the headline at the top of the article, and where possible we present this in a format favorable to search engine result page (SERP) snippets, such as tables and numbered or bulleted lists. More depth can be given below as required.

Linking both to and from the new article with existing content is key to improving search rankings, though we adopt the mantra that less is more and provide links only where they are genuinely useful. Where appropriate cross-linking between IDG-owned sites for more information on a subject can also be beneficial.

Bad SEO can be as harmful as having no SEO at all. Two of the biggest crimes are keyword stuffing and content duplication. Taking a content idea from another site is worthwhile only if we think we can add something to the story or do it better. If we do decide to take an idea from elsewhere, it's important to reproduce it in our own words (and pictures), and ensure it looks like new content to a search crawler.

> "These days we write articles that don't try to be everything at once: we concentrate on a single search term we want to win, and ensure the resulting article covers only this."
> -- *Marie Black*

Q What tools do you use, and what are some of the main features of the tools?

A SEO has to be a team effort and ingrained into everything we do. Thus, I ensure all our editors are trained in SEO, and have available to them various tools that can help them to optimize content. All our editors use Google Trends, a free tool that allows them to compare keywords and discover which has the most potential for traffic.

They also have access to Moz Pro, which they can use to investigate potential keywords on a subject, and to analyze the competition and see how likely it is that we will rank on a particular keyword. We often find that chasing a keyword with slightly lower search volume but also less competition will provide better results than chasing the same keyword as every other tech site. Moz Pro is also useful for its

continued on page 7

New translation tool helps editors save time, produce unique content and share expertise

One of IDG's strengths is global scale allied to local knowledge and expertise. Enhancing local autonomy while sharing global strategy and resources is one of the challenges being addressed by the B2B Editorial Board.

Now, with the board's support, editors are testing automated translation as a means of efficiently sharing content and strategy across the globe. Taking popular content from IDGC's sites written in German, English, French, Spanish, Dutch and Polish, editors from different business units are cross-translating articles, then editing them to create unique content for their own locations.

The test uses a tool called Deepl, and run by IDG Germany VP, Portal Management & Analytics **Markus Pilzweger**, a member of the B2B Editorial Board. U.K., U.S., Spanish, Polish, German, Dutch and French editors are all participating.

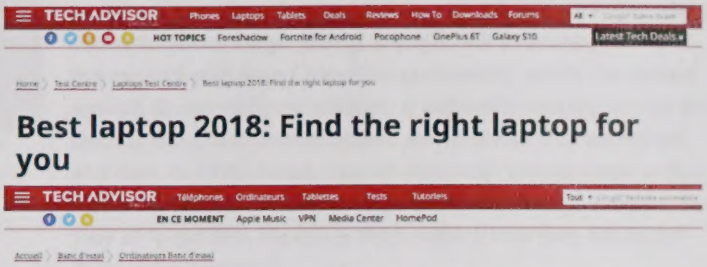
Pilzweger

Pilzweger set up a process by which editors share analytics and business metrics as a means of recommending popular stories to translate. The editors choose from a different language popular content that they don't already have and use Deepl to translate the text to their local language. They then edit the raw text, making sure the article includes local information and syntax, proof the now-polished story and post it.

The goal is not to set and forget with translation. Rather, it's to share data on what content works in each location, then use machine translation to create a shortcut. The copy that is output by Deepl is merely the basis for the article that follows.

Screenshots and pictures have to be adjusted, language has to be localized, and products and pricing need to be checked and corrected. The result is an exclusive content piece that has already been successful in a different language, with excellent SEO. The goal is to create fresh, expert content at minimum costs. Global content strategy, at a local level.

"We've seen first-hand with the success of our French and Spanish consumer sites that translating original content from other business units can be hugely rewarding, so automating translation is an exciting prospect," said IDG U.K. Group Editor **Marie Black**. "A year after its debut, and with minimal resources, Tech Advisor France is now hitting 1 million page views and $5K ecommerce revenue per month. PCWorld Spain and Macworld Spain combined are growing in unique visitors by 1,000 per cent year-on-year. These successes are based largely on the translation of stories popular in the U.K. and the U.S. We're now trialing Deepl across all our U.K. B2B and B2C brands to see where gains can be made."



This story on Tech Advisor U.K. was translated for Tech Advisor France and is now one of its most popular articles.

German and U.K. colleagues have found that it takes from half an hour to an hour to bring the translated articles to the right level. For IDG Germany's B2C titles, this has resulted in 29 new long-tail articles that generate around 70,000 page views a month.

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Who's on the B2B Editorial Board

IDG Communications created functional boards earlier this year that bring together employees from around the globe to collaborate under the premise "we can do more and be better — together." Current boards are Finance, Sales, Technology, Editorial B2B, Third-Party Revenue & Ecommerce and International Strategic Marketing Services.

Matt Egan, editorial director, U.S. & U.K, chairs the B2B Editorial Board that includes IDG Germany VP, Portal Management & Analytics **Markus Pilzweger**; IDG Germany B2B Editor-in-chief **Heinrich Vaske**; IDG SMS Director, Content Strategy **Rob O'Regan**; IDGC U.S. B2B Editor-in-chief **Eric Knorr**; and IDGC Product Director **Galen Gruman**. IDGC VP, User Experience and Digital Products **Matt Goebel** sits in representing the Global Technology Board.

noteworthypeople

Promotions

Gruman

InfoWorld Executive Editor **Galen Gruman** has been formally appointed as product director for **IDG Communications** in recognition of the great work he has undertaken for many years outside his core editorial role, IDG U.S. & U.K. Editorial Director **Matt Egan** announced last week. Galen will continue to lead InfoWorld, and as product director will work with stakeholders across the business to create systems and product capabilities that improve the customer journey and drive efficiencies and revenues. "It is important we recognize people who go the extra mile," Egan said. "Galen is a hugely valuable member of the wider IDGC team who wears two hats with aplomb. The quality and quantity of his work is extraordinary, and he has an uncanny ability to work across multiple departments and get to the best outcomes for all of IDGC. Everyone should have a Galen on their team, and now everyone does."
galen_gruman@idg.com

New employees

Whitelock

IDC welcomes Research VP/Communications Service Provider Operations & Monetization **Karl Whitelock**, who's based in northern Utah. He was previously a research director at Stratecast, the communications service provider strategy arm of Frost & Sullivan. He has a B.S. degree in metallurgical engineering from the University of Utah. An avid photographer, he enjoys being out in nature, especially in Utah's national parks, and recently visited the Big Island of Hawaii — but couldn't get close to the Kilauea volcano.
kwhitelock@idc.com

Beauchamp

Video Content Producer **Juliet Beauchamp** joins **IDG Communications** B2B editorial group in Framingham, Mass. She's a May graduate of Boston University with a degree in journalism and is originally from outside Philadelphia. She enjoys running, yoga, family time at the Jersey Shore and traveling, most recently to Scotland.
juliet_beauchamp@idg.com

Dai

IDG China welcomes Senior Account Manager **Eric Dai**, who held the same title at BlueFocus. He graduated from the National University of Ireland in Dublin. Eric is an English Premier fan whose home team is Arsenal, and he enjoys travel, going to the gym and all sports.
xiaoli_dai@idg.com.cn

Returning employees

Conlan

IDC IT Executive Programs Senior Account Executive **Peter Conlan** is based in Texas. He was most recently a healthcare solutions executive with MModal and originally joined IDC in 2015 as a senior account executive. He has a BBA in finance from Stephen F. Austin State University in Nacogdoches, Tex., and enjoys travels with his wife and attending (and tailgating at) Houston Texans football games and Astros baseball games. pconlan@idc.com

What's new at your business unit? Information for the Noteworthy page, suggestions for story ideas and feedback about IDG World Update may be sent to to world_update@idg.com.

continued from page 2

Pat McGovern

tered special moments everywhere they went. "China was the most amazing place for me," Rifkin said. "IDG Capital Founding General Partner **Hugo Shong** arranged for us to meet some of the original staff from China Computerworld, which Pat started against all conventional wisdom. It was really moving to hear their stories. They had been educated about the evils of capitalism, and then, in 1980, here's this rich American businessman in their office. He was warm, kind and genuinely interested in them and they all loved him. He made them rethink how they felt about their earlier lessons."

The pair happened to be in China on the anniversary of Pat's passing, and they were invited to participate in brief but moving memorial services at each of the three Beijing universities with a McGovern Institute for Brain Research. Students walked solemnly to the marker at the base of a tree that had been planted in his honor, and each placed flowers nearby.

Rifkin and McGovern also went to Mumbai to meet the staff of IDG Ventures India and entrepreneurs they were funding. Rifkin visited IDG Communications President/International **York von Heimburg** and former IDG Germany managing director **Eckhard Utpadel** in Munich, and IDGC Worldwide President **Kumaran Ramanathan**, VP/Finance **Keith Arnot** and others in London. San Francisco-area interviews included former Macworld Communications CEO **Colin Crawford**, former PC World Editor-in-chief **Harry McCracken** and Ridge Ventures Managing Director **Pat Kenealy**. Boston-area interviews included former CFO **Ted Bloom**, IDC President & CEO **Kirk Campbell**, IDG Communications Executive Director/CIO Programs **Maryfran Johnson**, former IPS President & CEO **David Hill**, former Computerworld editor **Bill Laberis**, and many other past and present employees, as well as industry luminaries. "And certainly we called [IDG board member and former IDG president] **Walter Boyd** for a lot of reality checks," Rifkin added.

Throughout all those conversations, there was a uniformity of respect and caring, Rifkin said. "I've been a business writer for 40 years and interviewed a lot of people about CEOs. It's rare to have people who feel as warmly toward a CEO as they did for Pat. This wasn't just folklore, this was real."

A companion website for the book has just launched that includes a downloadable first chapter, information about book-related events, media coverage and a community section for people to add photos and memories about IDG's founder. McGovern hopes the website will help make the book a living document and keep it fresh for a long time to come.

"I hope the book helps people value my father's legacy and better understand how he built this amazing company," he said. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company Aug. 13-31.

35
Mary Fanning *IDG Communications*
Kim Pennett *IDG Communications*

30
Nancy Sheehan *IDG Corporate Services Group*

29
Brad Christenson *IDC*
Simon Salamon *IDC*
Heinrich Vaske *IDG Germany*

23
Gemma Dietrich *IDC*

22
Michael Cousins *IDC*
Sandra Ng *IDC Singapore*

20
Luis Ibarra *IDG Communications*
Christina Kearney *IDC*

19
James Hutson *IDG Communications*
Cushing Anderson *IDC*

17
Leslie Short *IDC*
Robert Weber *IDC*

16
Michael Shirer *IDC*

15
Nigel Wallis *IDC Canada*
Atsushi Ohno *IDC Japan*

14
Amita Potnis *IDC*

13
Kathleen Hobin *IDG Corporate Services Group*
Lynne Dunbrack *IDC*

12
Bethany Whiffin *IDG Communications*
Wayne Yii *IDG Communications*
Judi Brown *IDG Communications*
Shannon Morin *IDC*
Ryan Reith *IDC*
Heather Levinson *IDC*
Francis Dunne *IDC*
Marcus Jerräng *IDG Sweden*
Rini Bergström *IDG Sweden*
Takuo Tsuya *IDC Japan*

11
Rob Burbach *IDC Canada*
Fredrik Roos *IDG Sweden*
Takashi Manabe *IDC Japan*
Pankaj Chawla *IDC CCR*
Helen Chiang *IDC Taiwan*
Annabel Hsu *IDC Taiwan*

9
Dayna Klein *IDG Communications*

8
Fiona Wu *IDC China*
Abdul Kareem *IDC CCR*

7
Beth Fitzgerald *IDG Communications*
Edyta Kosowaska *IDC Poland*
Edward Qualtrough *IDG U.K.*
Mohit Dang *IDC CCR*
Susanne Schubert-Linde *IDG Germany*

6
Amy Jones *IDG Communications*
Jon Phillips *IDG Communications*
Martin Kylberger *IDC CEMA*
Dauren Kurmangaliev *IDC Central Asia*
Christine Karlsson *IDG Sweden*
Linda Lin *IDC China*
Priscilla Heng *IDC Singapore*
Michael Yeo *IDC Singapore*
Archana Sharma *IDC CCR*
Rajmani Naidu *IDC CCR*

5
Tracy Ortiz *IDG Communications*
Sharon Florentine *IDG Communications*
Mina Nedeva *IDG Connect*
Patrizia Giunta *IDC Italy*
Daniel Goncalves *IDC U.K.*
Elodie Labbe *IDC France*
Charlotte Pearson *IDC U.K.*
Chiara Rapp *IDC Italy*
Lorenzo Veronesi *IDC U.K.*
Sara Nur *IDC Saudi Arabia*
Mervin Miemoukanda *IDC South Africa*
Sebastian Weinmüller *IDG Germany*

4
Marguerite Kerr *IDC*
Mauricio Rojas *IDC Chile*
Emilio Parra *IDC Mexico*
Ewa Lis-Jezak *IDC Poland*
Uzair Mujtaba *IDC Saudi Arabia*
Huaikuo Yang *IDC China*

3
Chris Hebert *IDG Communications*
Natalie Perkins *IDG Communications*
Robert Ayoub *IDC*
Martha Vazquez *IDC*
John Bywaters *IDC*
Marco Di Matteo *IDC Italy*
Sophie Boltenstern *IDG Sweden*
Bilal Javed *IDC Australia*
Jaideep Thyagarajan *IDC Australia*
Jaipal Singh *IDC India*
Arjun Vishwanathan *IDC India*

2
Anthony Omobono *IDC*
Janice Thomas *IDC*
Chris Whitehouse *IDG Connect*
Juan Jose Lopez *IDC Mexico*
Vera Hrabetova *IDC CEMA*
Tomas Tuma *IDC CEMA*
Eyad Hirzallah *IDC Saudi Arabia*
Yanxia Lu *IDC China*
Sophie Pan *IDC China*
Ashutosh Bisht *IDC CCR*
Jefferson Roy Hybe King *IDC New Zealand*
Ina Reiter *IDG Germany*

1
Christin Surrette *IDG Communications*
Dylan Panzarella *IDG Communications*
Sarah DeCuffa *IDG Communications*
Harsh Singh *IDC*
Lauren Guenveur *IDC*
Sanjay Medvitz *IDC*
Meng Cong *IDC Canada*
Gemma Baggs *IDG Global Solutions*
Alexia Revell *IDG Global Solutions*
Renato Meireles *IDC Brazil*
Sharon Li *IDG China*
Mirsoslava Suchanova *IDC CEMA*
Ondrej Horacek *IDC CEMA*
Eva Kuchrykova *IDC CEMA*
Eman Elshewy *IDC Egypt*
Hannah Williams *IDG U.K.*
Iggy Pintado *IDC Australia*
Benjamin Ten *IDC Malaysia*
Abhishek Kumar *IDC CCR*
Jomaylene Cuevas *IDC Philippines*

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Translation

In the long term, one plan is to have automated translation baked into OneCMS, giving editors everywhere the chance to pull in successful content from every IDG site, in every language. The move to OneCMS is under way, as IDGC's owned and operated business units have just begun the lengthy process of adopting a single content management system for all websites.

"Translation will only be a small part of our overall strategy, and it's a small part of a large process," said **Matt Egan**, editorial director, U.S. & U.K, and chair of the B2B Editorial Board. "It's likely we will never want to 100% machine-translated content without taking the time to curate for each market. But translation could be one useful way that all business units can quickly benefit from the content that has already proven to be of high value in one location. The key thing is to share that data so that what one team learns, all benefit will from."

Pilzweger noted that translation itself is nothing new to IDGC's global business units, as they have been doing that for years, mainly with U.S. content from the IDG News Service. "What's totally new is the use of technical solutions like Deepl and the collaboration between the different units in terms of insights into data and which articles perform best," he said. "Early results show that with this new process — which is still a work in progress — we save time, produce more unique content and learn more from each other. It's a great example of international collaboration, and I want to thank to all our colleagues who are participating."

Write to Markus Pilzweger or Marie Black. ■

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SEO

ability to grade a page for its ability to rank on a given keyword, and it provides tips on improving that ranking.

[IDGC U.S. Director, Editorial Data & Analytics] **Sharon Machlis** created an excellent tool that is accessible to all our editors. It scrapes Google Search Console data and presents it in a simplified manner that lets us discover which keywords are driving traffic to an existing article. Sometimes the results can be surprising, and should we learn an article is ranking on a different keyword to the one we hoped to win we will optimize the content accordingly.

Sistrix is a paid-for tool I use, which does a similar thing. It also lets me monitor search visibility (how many keywords a site ranks on), and which keywords have lost ranking and need attention. It's very useful that I can see this data for competing sites, too, and comparing the keywords of a rival site to our own can unearth content gaps.

SimilarWeb is another paid-for tool, which shows me the most popular keywords and web pages on any website. It's a bit like having access to Google Analytics for the competition.

Q How does the sort of SEO we do now differ from what we were doing a few years ago?

A Going back a few years we created articles that were more like content hubs, covering every keyword we could think of on a subject. Our headlines were ridiculously long to match those keywords, sometimes up to 250 characters (i.e, New iPhone Rumours I New iPhone Release Date I New iPhone UK Price I New iPhone Specifications: When is the iPhone (2018) coming out? New iPhone Tipped to Have 'Notch' Display). For a very long time this paid off, and we were pulling in more traffic than we ever have before. But Google has become wise to the old tricks.

These days we write articles that don't try to be everything at once. We concentrate on a single search term we want to win and ensure the resulting article covers this and only this. We don't try to compete with ourselves, either. If we have a story that ranks on a keyword then we will look to update it rather than creating something new. Our headlines are now under 70 characters (i.e., New iPhone Release Date, Price & Spec Rumours) and we concentrate on making them appealing to actual human beings as well as Google. We've reduced the number of internal links we include in our articles, and carefully consider how often we mention keywords. The end result is content that is much more satisfying to write, enjoyable to read, and still ranks well in SERPs. ■

Write to Marie Black. Next in this series: IDGC Audience Development Director **Dan Muse** *looks at SEO from a B2B perspective and talks about the Page One media sponsorship program.*

IDC Canada moves to updated space

IDC Canada's lease was up for renewal this year, and the senior leadership team decided to explore other options. Everyone seemed to like the building in downtown Toronto, so they looked at suites with a smaller footprint in the same building.

The team settled on a fresh, new, open-concept space on the 9th floor that is light and airy. The furniture is crisp and modern, with trendy accent colors. The staff moved away from large groups of standard cubicles to a more collaborative, open concept seating plan, with various options for seating. There are conversation areas, collaboration tables and fewer private cubicle options, as well as modern meeting rooms — named after Canadian lakes following an employee vote. Most employees have unassigned seating and can pick the option that works best for them.

IDC Canada's ***Lars Goransson*** *(l) and IDC COO* ***Crawford Del Prete****.*

Traditional and non-traditional seating options.

The grand opening was on July 19, the day of the FY18Q3 all-hands meeting.

"It's very exciting for our IDC staff in Canada to move into a modern, downtown space that enables each employee to work according to their needs, where mobility, collaboration and innovation are facilitated by design," said IDC Canada Managing Director **Lars Goransson**.

IDC Canada, 33 Yonge St., Suite 902, Toronto, Ontario M5E 1G4, Canada.

Conversation area with a view.

Staff convene around the kitchen/collaboration table.

unsunghero

Michael Simon

Staff Writer

B2C Editorial, IDG Communications

*"Mike finds a new way to impress me on a daily basis," said **Jon Phillips**, group editor-in-chief, PCWorld, Macworld, TechHive & Greenbot. "First, his story volume is bonkers. As our lead smartphone reporter, he pumps an amazing stream of reviews and news analysis through PCWorld and Macworld, keeping both sites fresh and relevant. Second, his content is always interesting, provocative and very well-written. Mike follows his beats like a hardcore enthusiast, and that passion is manifest in everything he writes or shares on video. Mike always wants to do more, and has made himself an indispensable member of the B2C editorial team."*

Primary job responsibilities
I am a staff writer who wears many hats. My main job is covering everything Android for PCWorld, but I also split my time as a writer for Macworld, covering mobile, wearables, and whatever else needs attention. I occasionally write for TechHive as well, covering Echo devices and the Alexa platform.

What I love most about my job
The versatility and flexibility. Even if I just covered Android, there are so many phones, apps, services,and stories to chase, my job would never be boring. But when you factor in the other topics I cover, any day can bring surprises, and I love having the freedom to switch gears in an instant.

A hot-button issue I'm dealing with on the job
Standing with one foot in the Android world and the other in the iOS one, I always stir up feelings on either side. If I write that I like the iPhone, Android people hate me, and if I write about how great an Android phone is, iPhone lovers hate me.

Latest accomplishment
I was taking a brief vacation to visit my brother at his beach house a few weekends ago when Google emailed me on Friday to let me know that Android Pie was releasing the next Monday. I had my computer with me, so I was able to get a feature roundup with tips and download details ready to go while hanging out on the beach. I even got some rest and relaxation in!

Career highlight
I take pleasure in the little things. Whenever one of my stories gets high traffic or lots of reader response, it's a highlight for me. But my best day was when I wrote a story comparing the iPhone X to the Google Pixel 2 and Galaxy Note 9 that was so popular my old roommate from college contacted me to let me know he had read it.

*Based in Framingham, Mass., **Mike Simon** joined the company full time in January 2017 as a writer for Greenbot following several years as a freelancer for Macworld.*

What I'm doing to be a better employee
Since I've started at IDG, my job responsibilities have greatly expanded, and I'm willing to do anything I need to make our site better, whether that's editing deal articles, coordinating freelance coverage, or writing stories outside my scope of knowledge.

Interests outside the office
I love doing anything with my son: watching movies (these days it's a lot of Marvel and Jurassic Park movies), playing basketball, building Legos, whatever. I also love cooking, dining out, and collecting sneakers, so most of my closet is filled with boxes and boxes of them. Oh, and go Red Sox!

What others can't tell just by looking at me
I'm creative, colorful, fun and curious. And since I usually have a phone in my hand and a smartwatch on my wrist, I love technology!

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

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IDG India's Dell EMC custom event expands target markets

The 10-city series on IT and workforce transformation gave IDG exposure to new geographic markets and opened the door to providing similar services in those locations to more clients in the future.

SEE MORE ON PAGE 2

Also inside

One on one: Greg Ireland IDC's research director, consumer digital transformation & multiscreen video

On the Job: David Alpert, associate manager, Digital Account Services

IDG Germany reorganizes top management

Just six weeks until the deadline! Send in your photos for the 35th annual calendar contest.

SEE MORE ON PAGE 6

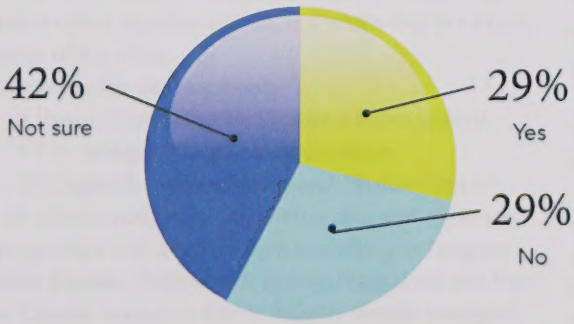
中国泛海
CHINA OCEANWIDE

Check out the China Oceanwide section on IDG Central with news from IDG's parent company .

SEE MORE ON IDG CENTRAL

Question of the week results

Do you approve of the EU's $5.1 billion antitrust fine against Google?



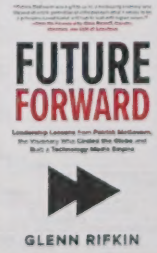
Log on to www.idgcentral.com to vote on this week's question:

Apple's value is $1 trillion. Do you currently use an Apple product or service?

CLICK HERE

Pat McGovern-inspired leadership book to be released Sept. 21

Future Forward: Leadership Lessons from Patrick McGovern, the Visionary Who Circled the Globe and Built a Technology Media Empire is available on Amazon now for pre-orders.



Written by Glenn Rifkin, a former Computerworld editor and speechwriter for IDG's late founder and CEO, the book focuses on the principles — and yes, some of the corporate values — that McGovern embraced as he grew IDG into a global tech media, research and venture capital organization.

Of the books 12 chapters, 10 highlight the leadership lessons that are relevant to any entrepreneur, reinforced by examples from McGovern's career. The book was developed with support from Patrick McGovern III, who accompanied Rifkin during some of his travels.

Later this month, IDG World Update will have an article on the making of the book. Stay tuned for more information on the launch of the book's website, which will include the first chapter and opportunities to comment and post photos.

IDG India's Dell EMC custom event series on IT, workforce transformation taps new budgets

IDG India recently provided event services for a major Dell EMC road show that gave IDG exposure to new geographic markets and opened the door to providing similar services in those locations to more clients in the future. Held in June, the 10-city tour — Evolve Next: The Next Evolution in Digital Era — drew a total of 895 attendees, with an average of 50 IT decision makers per event from organizations with 100 or more employees.

Earlier this year, Dell conducted a study with IDC India, and the findings showed that future growth for Dell is going to come from the country's "tier 2" cities. These are cities that have key factors such as rapid income growth, growing urbanization, a younger population and available skilled labor.

Dell's marketing team identified two dozen potential cities and created a strategy to reach out to IT decision makers in 10 of them, showcase Dell's holistic portfolio and help organizations on their digital journey.

The cities were Kochi, Vizag, Mangalore, Surat, Nagpur, Guwahati, Coimbatore, Bhubaneshwar, Chandigarh and Lucknow. Notably, it was also IDG India's first time organizing events beyond the seven major metro areas of the country, where most IT sales and marketing budgets are located.

IDG India's role was complete end-to-end management of the evening event, which included:

- Create a concept and theme.
- Create the brand identity and collaterals.
- Build the necessary database in each city.
- Provide editorial support in the form of setting context with a keynote session and anchoring the event in each of the cities.
- Audience development.
- Venue, production and logistics management.
- Pre- and post-event communication.

VP/Digital & Marketing **Bhavesh Thakor** worked on all client coordination, event logistics and audience management with support from marketing colleagues **Brijesh Saxena**, **Prajwal MS**, **Aarohi Nagarkoti** and **Vernon Camilo**. Executive Editor **Yogesh Gupta** managed the content.

Gupta's keynote, "Next Wave of Digital Transformation," set the context for the event on the advent of digital transformation for modern companies and the integral role of IT for businesses to adopt digital technologies and stay relevant to the market dynamics.

*IDG India Executive Editor **Yogesh Gupta** gave the keynote address.*

The session highlighted survey findings from State of the CIO 2018 survey by IDG India on CIO roadmap, business climate and Indian companies' technology priorities.

Dell EMC senior executives then presented on 'IT Transformation' and 'Workforce Transformation,' followed by a Q&A, cocktails and dinner.

Dell EMC involved partners Intel and Microsoft through their branding and logo presence on certain collaterals. Local distributor Redington's sales team networked with delegates in several cities.

Since the event's success was based in part on the quality and number of attendees, the Dell team was involved at each step of the invitation process, Thakor said, including scrutinizing the database for each city, examining the registrations received, and selecting the number and quality of the people who eventually attended.

"We over-delivered on the numbers in each of the cities, and the feedback from Dell EMC's partners and local sales reps was very positive," he said.

IDG India has seen an ongoing shift in clients wanting to shift their marketing dollars from branded to custom events in recent years. "Clients prefer to drive their messaging and agenda in an exclusive and a captive manner, without necessarily sharing the platform with any other brand," Thakor said. "And, with bespoke events, they can involve their key partners and regional sales teams to exclusively network with the audience and thus gain mindshare."

continued on page 7

OneonOne

Greg Ireland

IDC

The research director for consumer digital transformation and multiscreen video is this week's columnist. Reach him at gireland@idc.com.

"Digital transformation-ready consumers serve as influencers for friends and family but value recommendations and reviews from others and find in-store salesperson recommendations helpful, so technology retailers ought to have capable staff and demonstrations in place."

Q How do you define "consumer digital transformation"?

A Consumer digital transformation is the process by which digital products and services are discovered, adopted and integrated to augment and transform our lives. Transformation through technology is all around us; in our research, we map these transformative technologies to seven life activity segments: home management and life efficiency; health, sports and wellness; travel; dining and shopping; entertainment and leisure; social and family; working and studying. Consumer digital transformation often involves new ways for consumers to do things they already do through the adoption of new devices, services, and applications.

Q What are some examples of transformative technologies?

A We fielded our most recent consumer digital transformation survey in the U.S. in January 2018. We aimed to identify some of the hot technologies poised to change how consumers live their lives as well as understand which of the activity segments consumers are most excited about with respect to transformation and what consumers hope to achieve through technology. Consumers are excited about smart assistants, autonomous cars, and augmented and virtual reality. Consumers express little excitement for new advertising technologies even though the number one goal consumers hope to achieve through new technology is to save money. In terms of the activity categories, consumers are most excited about entertainment technologies and social technologies. Improved entertainment experiences (higher picture quality, ease of consumer across personal devices), making communication easier, improved personal security and increased life efficiency/time management are top priorities for consumers.

Q What is a digital transformation-ready consumer?

A Last year we created a methodology to define what we call a "digital transformation-ready" consumer. The goal was to size the addressable market of consumers that are "ready" to adopt new technologies and identify who these consumers are and their key characteristics. This approach does not focus on who expresses an interest in a specific technology (such as smart assistants or wearables) but rather to figure out how many consumers are generally receptive to new technologies and experiences. Our definition focuses on consumers who already pay for digital services, engage with individuals, tastemakers and brands in social technology contexts, and can independently set-up, install, and operate new technology. These consumers, as we might expect, are generally more well educated than other consumer segments, are likely to own a variety of new technologies and like to have the "latest and greatest" devices and services. But these consumers also look for good value; they will spend more to get better experiences but do not want to overspend and look for products that are discounted or on sale. These consumers serve as influencers for friends and family but value recommendations and reviews from others and find in-store salesperson recommendations helpful, so technology retailers ought to have capable staff and demonstrations in place.

Q What is virtual cable, and how will it have an impact on consumers?

A Virtual cable is the latest hot trend in consumer video services and technologies. Simply put, virtual cable is essentially the same pay TV service a consumer might get from a traditional cable, satellite or telco TV provider, but the service is delivered over the internet. So that means no bulky set-top boxes and services are inherently multiscreen. That is, services can be accessed from a wide range of internet connected devices such as smartphones, tablets, PCs and streaming boxes such as Roku.

From a consumer experience standpoint, there are two primary differentiators relative to legacy pay TV services. First, as just mentioned, services are accessible on many different devices. Second, many services offer flexible packages of content choices or choices that start at lower prices. From a broader competitive perspective, the impact on consumers can be very positive. Without the need for service providers to have access to cable wiring direct to homes or satellites in the sky to beam down services, virtual cable is offered just like any other online or OTT video service and simply relies on the consumer having broadband access. This means that new competitors can enter the market, giving consumers more choice and new providers from which to choose services. In the U.S., two

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Job Spotlight

On the Job: Associate Manager, Digital Account Services

IDG World Update's Job Spotlight series provides insight into what responsibilities are part of a colleague's role and how that function fits into IDG as a whole.

Name Dave Alpert

Title Associate Manager, Digital Account Services

How Digital Account Services fits into IDG Communications
The DAS group is the operations side of our demand generation business. Sales will send us contracts from technology clients large and small, then our team will set up campaigns to generate leads through an integrated mix of email promotions, website placements and branded conversations to fulfill these lead goals.

What my role involves I manage the seven-person Report Specialist team within Digital Account Services, and we are responsible for ensuring that demand gen campaigns are delivered in full and that we maintain a high standard of excellence in serving our customers. Clients like to receive their reports (i.e., the list of leads we've generated) in many different formats, templates and platforms, so our skilled team of report specialists need to be able to move through Excel data quickly and carefully. Clients expect reports on a certain day -- or two -- every week, which means the team is against daily deadlines and needs to prioritize their days to ensure that expectations are met.

Key skills required for my job Organization, attention to detail, and the ability to work in a fast-paced environment.

A typical day My tasks vary day to day. I work with the report specialist team and my fellow managers on process improvements. For example, we recently moved to the secure "IDG Cloud," rather than email, to deliver international leads to comply with GDPR. I also work through issues that might arise when we upload data to a client's platform, and I try to resolve internal systems issues. I also keep an eye on the revenue being delivered and manage the workload for the team to try and put them in the best position to be successful.

Best part of my job Watching the report specialist team help each other out when one is struggling to solve complex reporting issues is fun to be a part of. In general, to see young professionals who are brought in as college graduates grow into their roles, be proactive, create impactful ideas, and become reliable members of the team is very rewarding.

Most challenging part of my job Generally, the end of the month is when many campaigns need to close, so it can be a more stressful time to ensure we fulfill on all our lead goals. However, we are constantly trying to think of processes we can put in place that will help us get ahead of any issues to make for a smoother month end. For example, we use an uploading platform called Integrate that typically rejects a lot of leads, which we have to replace, so we try to fulfill the lead goal for a campaign that ends in the month as soon as possible. This helps us get ahead, so we aren't scrambling to upload leads towards the end of the month.

***Dave Alpert** is based in Framingham, Mass., and joined the company in 2013 as a report specialist. He has been in his current role since October 2015.*

A recent work accomplishment We recently delivered on our biggest revenue month while working through some growing pains with the internal platform, OneReg. This is what we use to set up and promote campaigns and mark leads delivered for finance purposes. This single platform will be what all of IDG will use going forward whereas in the past, all the business units largely used their own platforms. This will help consolidate our data and help us to be GDPR compliant. This accomplishment was a huge testament to the resiliency and dedication of the entire Digital Account Services team.

What my colleagues would be surprised to learn about me My wife and I are working on climbing all of the 4,000 ft. peaks in nearby New Hampshire. We have done 17 of the 48 so far. It's a lifelong goal, and we have some ways to go! ■

noteworthypeople

New employees

Burton

IDG Connect International welcomes Managing Director **Mark Burton**, who recently had the same role at Future's B2B division, which was recently acquired the U.S. publishing house NewBay. Earlier, Mark spent seven years at Incisive Media as group publishing director in the financial services group and before that held executive positions at VNU Business Media.

"Mark is an outstanding business leader with a proven track-record of product launch, innovation, staff development and business management and is the ideal person to continue the growth of this business to the next level," said IDG Communications COO **John O'Malley**. Mark will manage the existing Connect and International demand generation groups and report to O'Malley, who will also re-assume oversight of the U.S. data group.

"Mark's appointment and the support and expertise of the global demand generation group will be a terrific combination that will allow continued innovation and greater collaboration between the International and U.S. business units," O'Malley said. "I want to thank **Matt Smith** for the experience, the journey and the solid company he leaves behind as he takes on a new role outside the technology sector."

A Crystal Palace football club fan, Mark has a degree in history from Portsmouth University in the U.K. and enjoys music and spending time with family. mark_burton@idg-connect.com

Executive Assistant **Julianne Chen** is with **IDG Corporate**'s Finance group in Framingham, Mass. She was previously travel operations manager at The Cambridge Network. She has an MBA from Jiaotong University in Shanghai, China and enjoys traveling, music and photography. julianne_chen@idg.com

Chen

At **IDC Framingham**, Consulting Manager **Lauren Hutchings** is with the Custom Solutions Group, working primarily in the Security & Storage domain. She was previously an associate product manager at Staples. Lauren has an undergraduate degree in graphic design from Westfield (Mass.) State University and an MBA with a concentration in marketing from Northeastern University in Boston. She got engaged in June and enjoys going on walks and hikes with her dog, visiting local breweries and spending time with family and friends. lhutchings@idc.com

Hutchings

Transfers

Tan

Belinda Tan, previously director of international operations for IDG Connect International in the U.K., is now director of operations, U.S. Demand Generation at **IDG Communications**. She had been with IDG Connect since 2008 and is now living in Bethesda, Md., and commuting to Framingham, Mass., at least one day a week. Belinda has a business degree from the University of Technology Sydney in Australia, specializing in marketing and eommerce. Her husband recently signed her up for krav maga "which I am actually enjoying!" belinda_tan@idg.com

IDG Germany reorganizes top management

(L-R): Michael Beilfuss, Jonas Triebel, York von Heimburg and Stefan Huegel.

York von Heimburg, CEO of IDG Communications Media in Munich, recently announced that nine months after his appointment as president, International, for IDG Communications, he will hand over the reins at IDG Germany to his management colleagues effective Oct. 1.

"These appointments will sharpen our focus on innovation and customer orientation," von Heimburg said. "And I will have time to concentrate on my international tasks and further our expansion plans in the exciting regions beyond the U.S."

Chief Operation Officer and Chief Product Officer **Jonas Triebel** will be managing director and will oversee all media brands. Triebel started his professional career at IDG in 2002 as publishing trainee. He worked as event manager from 2004 until 2009 and then established and expanded the Database Operations Department until 2012. From 2012 to 2015 he was publishing manager of IDG Tech Media GmbH. Triebel is also one of two spokespersons of the VDZ (German Association of Magazine Publishers) Digital Media Steering Committee.

Chief Technology Officer **Stefan Huegel** will take on the function of chief operations officer, responsible for Customer Success and Custom Services, Data Strategy, Product Management and Operations. His overall responsibility for the company's technological orientation gained Huegel a seat on IDGC's Global Technology Board. Huegel joined IDG in 2007 and has been responsible for IDG's content marketing services for Central and East Europe in addition to his role as CTO.

Michael Beilfuss will be senior vice president, International Events and lead IDGC's event business outside the U.S.; he will also have an international management position at IDG Communications. Beilfuss stays in charge of the local event business and is responsible for its expansion. During his 14-year IDG Germany career, he has been operations leader of IDG Business Media, IDG TechNetwork and temporarily IDG Tech Media, and has driven the development of new, innovative business segments and services.

"I am delighted to make a generation change happen," von Heimburg said. "Jonas, Michael and Stefan are ready for taking a bigger responsibility, and all three have proven they have a lot of passion, energy and customer focus — three key essentials for the future!" ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company Aug. 1-12.

35
Georg Sing *IDG Germany*

26
Michael Wallace *IDC*

25
Carol Glasheen *IDC*

23
Keith Kmetz *IDC*

22
Brian Kukowski *IDG Communications*
Andrea D'Amato *IDG Communications*

20
Michele Putt *IDG Communications*
Alain Petrissans *IDC France*

19
Laurie Butson *IDG Corporate*
Hoang Nguyen *IDC*
Anders Engström *IDG Sweden*
Soo Kyuoum Kim *IDC Korea*

18
Petr Vopalecky *IDG Czech Republic*
Zoltan Komaromi *IDC Hungary*

17
Keith Gaffney *IDC Ireland*
Daphne Chung *IDC Singapore*

16
Edgar Fierro *IDC Mexico*

15
Karen Khan *IDG U.K.*

14
Lisa Rowan *IDC*
Szymon Augustyniak *IDG Poland*

13
Rebeca Cruz *IDC Mexico*
Yasuhiro Suzuki *IDC Japan*
Tomoko Nakatsukasa *IDC Japan*

12
Theresa Eshiet *IDC West Africa*

11
John O'Malley *IDG Communications*

10
Michael Latchford *IDG Communications*
Kimberly Robinson *IDC*
Naveen Barsainya *IDC Singapore*
Sharmila Devanesamoni *IDC CCR*

9
Jeff Gallagher *IDG Communications*
Quang-Tue Nguyen *IDC*
Jun Fwu Chin *IDC Malaysia*

8
Helen Savage *IDG Global Solutions*
Konstantin Rychkov *IDC CEMA*
Joao Felizardo *IDG U.K.*
Suraya Sahar *IDC Malaysia*
Joseph Villaranda *IDC Philippines*

7
Gail Fulciniti *IDC*
Chadwick Huston *IDC*
Jeffrey McIntosh *IDC*
Fabio De Oliveira *IDC Brazil*
Karsten Schmidt *IDG Germany*
Selina Alecu De Flers *IDG Germany*
Frank Fang *IDC China*
Aman Bajaj *IDC New Zealand*

6
Isaac Llandez *IDC Mexico*
Byron Connolly *IDG Australia*
Prasanna Narasimha Prasad *IDC CCR*

5
Pedro Silva *IDC*
Justin Ellis *IDG Global Solutions*
Pavel Polivka *IDC CEMA*
Nabila Popal *IDC Middle East & Africa*
Nadia Doroshenko *IDC Ukraine*
Shigehiro Fujimura *IDC Japan*
Min Yet Tai *IDC Malaysia*
Brainard Baccay *IDC Philippines*

4
Lee Goulet *IDG Communications*
Mike Monaco *IDG Communications*
Suya Xiong *IDC*
Ondrej Jelinek *IDC CEMA*
Michal Sterba *IDC CEMA*
Yash Dogra *IDC Middle East & Africa*
Nina Nie *IDC China*
Cathy Huang *IDC Singapore*
Kenneth Liew *IDC Singapore*

3
Clint Boulton *IDG Communications*
Konstantine Kondakov *IDG Communications*
Sheila McNamara *IDG Communications*
Samantha Ortiz *IDC*
Reyhan Kartaloglu *IDC Germany*
Joyce Chireka *IDC South Africa*
Kai Cui *IDC China*
Henry Yan *IDC China*
Nupur Kaudan *IDC India*
Jean Ho *IDC Singapore*

2
Lauren Petrocci *IDG Communications*
Derek Hopkins *IDG Communications*
Allison Correia *IDC*
Francisco Flores *IDC*
Matthew Calfa *IDC*
Johnny Cederlund *IDC Sweden*
Michael Jordan Cerioci *IDC Germany*
Roderick Hills *IDC U.K.*
Thomas Zink *IDC Germany*
Cloris Yang *IDG Tech Network China*
Wiktor Markiewicz *IDC Poland*
Dalia Jaarah *IDC Saudi Arabia*
Miriam Harris *IDG U.K.*
Tomas Dahl *IDG Sweden*
Kuzuko Ichikawa *IDC Japan*
Maninder Singh *IDC CCR*
Cecilia Lai *IDC Singapore*
Louise Rubio *IDC Philippines*
Tiffany Tsai *IDC Taiwan*

1
Gretchen Boehmcke *IDG Communications*
Antonin Karola *IDC CEMA*
Monika Novakova *IDC CEMA*
Irina Kuzmina *IDC Ukraine*
Koji Imada *IDC Japan*
Alison Zuo *IDC China*

Send IDG calendar photos by Sept. 14

Don't miss your change to enter IDG's 35th Annual Employee Photo Calendar Contest. First, second and third prize winners will receive $300, $200 and $150, respectively. The calendar is mailed to all IDG-affiliated offices worldwide.

- Submit up to two color or black-and-white high-resolution digital images on any subject. Photos must be taken by a current IDG Communications, IDC or Corporate Services Group employee or licensee partner.
- Photos may be vertically or horizontally oriented; no panoramic-width photos accepted. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos, and any quesstions, to world_update@idg.com.

Celebrating 30: Judy Callahan

IDG Corporate VP/Chief Accounting Officer ***Donna Marr*** *(left) recognized Senior Credit Analyst* ***Judy Callahan****'s years of service last month.*

Senior Credit Analyst **Judy Callahan** recently celebrated her 30th anniversary with IDG Corporate in Framingham, Mass.. She joined the company as a credit analyst and has seen her role shift from collecting ad revenue from print magazines to 100% online advertising. Her career highlights include receiving the Boviard Corporate Star award in 2003 from IDG Chairman Pat McGovern at a summer outing, another Boviard award in 2006, and numerous High Five recognition cards from peers. Judy traveled to Los Cabos, Mexico for her 20-year anniversary trip.

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One on one

of the leading services, Sling TV and DIRECTV NOW, are offered by traditional satellite TV providers. But the market now features new entrants such as Hulu and Google with YouTube TV. The years ahead might see Amazon, Apple, Facebook or others enter the market as well. This creates more choice for consumers in addition to the more flexible consumption.

Q What's your take on the impact AT&T's acquisition of Time Warner will have on consumers?

A I'm not particularly concerned about potential negative impacts of AT&T's acquisition of Time Warner. It's true that AT&T may use Time Warner content exclusively on its own services or raise prices on some of these services. But the consumer entertainment market is evolving and, in general, I think the net results of this deal will be positive for consumers.

When I look at the deal in the context of the broader competitive environment, I think less about what it means for AT&T vis-à-vis other communications service providers and more about what it means for AT&T relative to the likes of Google, Amazon, Netflix, Facebook, Apple and others. Over-the-top (OTT) or online video now competes against traditional pay TV, and original and exclusive content is the norm for OTT service differentiation. With more choice for consumers among providers of video services, the notion that the legacy pay TV provider has a near monopoly on content distribution and can raise rates indiscriminately is becoming a thing of the past. Rates continue to go up, obviously, but consumers can shift spend between different services and are not locked in as they have been in the past. Importantly, too, is that AT&T has been a recent leader in pay TV service evolution. The acquisition of DIRECTV made AT&T the largest pay TV provider in the United States, but that market power did not lead AT&T to simply move to protect this installed base of subscribers to legacy services. Instead, it launched DIRECTV NOW, a leading OTT or virtual cable service and WatchTV, a video service bundled with AT&T's unlimited mobile data plans. ■

Share your news, suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to share news about what their group or department is up to.

Suggest someone who could author a future "One on one" column or an article about their area of expertise. Someone who's job function might be a bit of a mystery outside your group could be the next "On the Job" profile. Nominate a deserving co-worker for the Unsung Hero feature. Pass along the name of an office mate with an interesting hobby or volunteer activity.

Ideas for new content are always welcome.

Write to world_update@idg.com.

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India

An average of 50 attendees participated at each of the 10 locations.

In terms of timing, the Dell EMC road show was a fire drill for IDG India, but the staff responded admirably, Thakor said. IDG India's selection took longer than originally planned, and by the time the cities were chosen, there was just a month of lead time before the first event. The database for more of the cities had to be built from scratch, the two cities-per-week schedule traversed the country's length and breadth, and dates and resources had to be juggled due some conflicts with several other IDG India events.

"With the success of these series and the invaluable insights that we have gathered from these cities, our sales team is determined to take this case study to persuade more clients to hold this type of event in these locations," Thakor said.

IDG India and Dell are discussing potential plans for a second road show involving another 10 cities.

Write to Bhavesh Thakor and Yogesh Gupta. ■

Address change: IDC India

IDC India and South Asia Managing Director **Amit Malhotra** (l) and IDC Asia/Pacific Managing Director **Eva Au** opened IDC's new office outside Delhi last month. The new address: Vipul plaza, 2nd floor, Sector – 54, Golf Course Road, Gurgaon – 122002, India. Tel: +91-124-476-2300.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDC New Zealand hosts 12th annual CIO Summit and Awards

IDC Group VP and IT Executive Advisor Joseph Pucciarelli was among the speakers at the Auckland event last month, which drew more than over 1,100 attendees and a record 956 for the awards dinner.

SEE MORE ON PAGE 3

Also inside

IDG Communications' Build Team works to cultivate, collect and facilitate best-in-class product ideas

Golden taxonomy brings IDG Communications a step closer to OneIDG

IDC's Crawford Del Prete promoted to COO

IDC's Digital Executive Summit builds community to tackle digital transformation challenges.

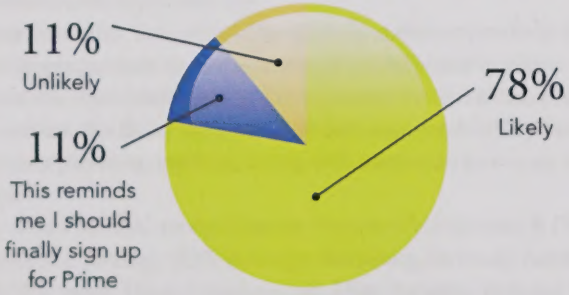
SEE MORE ON PAGE 6

IDC employees compete regionally in World Cup Predictions Challenge.

SEE MORE ON PAGE 8

Question of the week results

Will you be shopping during Amazong Prime Day, July 16-17?



Log on to www.idgcentral.com to vote on this week's question:

Do you approve of the European Union's $5.1 billion antitrust fine against Google?

CLICK HERE

IDG Calendar Contest is under way

Calling all photographers! Enter your two best shots in IDG's 35th Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG-affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote-getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

IDG Calendar PHOTO CONTEST

- Submit up to two color or black-and-white digital images on any subject. Photos must be taken by a current IDG Communications, IDC or Corporate Services Group employee or licensee partner.
- Images must be high-resolution files suitable for publication in a wall-format calendar.
- Photos may be vertically or horizontally oriented; no panoramic-width photos. Each entry should have your name, business unit, e-mail address and photo title in the body of the e-mail.
- Send photos and questions to world_update@idg.com. Entries must be received by Sept. 14, 2018.

Build Team works to cultivate, collect and facilitate best-in-class product ideas within IDG Communications

IDG Communications' Build Team was created in late March to work toward two core objectives: implement a world-class product development and launch process; and facilitate product launches and the spirit of innovation inside IDGC. Since then, the eight-member team has made steady progress, receiving more than 50 employee-submitted suggestions, hosting its first local brainstorming workshop and collaborating with IDGC Training and Engineering to plan an online platform to share and evaluate ideas.

The IDG Build Team is a key component of IDGC's operating strategy for future growth that is built around three pillars: Build, Partner and Buy.

"As a company, we've always found a way to innovate, but we haven't always done so in a cohesive manner, and we've been slow to transfer best practices across groups and geographies," said IDGC Worldwide President **Kumaran Ramanathan**. "The formation of a dedicated and focused team will help us drive innovation across the company in a collaborative and cohesive way."

*The U.S. team (clockwise from top left): **Matt Naffah, Ellen Fanning, Gordon Plutsky** and **Barbara Call**.*

The Build Team aims to identify commercially viable products with significant revenue potential. They should be globally cohesive products that can leverage more than the power of an individual business unit. Once the ideas start moving from concept toward actual product or service, the Build Team will maintain accountability by pairing product planning and forecasting with execution to ensure success.

Matt Naffah, senior director, Program Architecture & Digital Marketing Strategy (IDG Strategic Marketing Services), heads up the U.S. team. Those members are: **Ellen Fanning**, director, Visual and Digital Media (IDGC Editorial); **Barbara Call**, senior director, Content Operations and Strategy (IDG SMS); and **Gordon Plutsky**, director, Insights & Performance Marketing (IDG SMS).

Christian Drake, VP/EMEA, IDG Global Solutions, leads the international team. Those members are **Justin Ellis**, global head, Creative Strategy (IDG Global Solutions); **Henric Jogin**, technical director (IDG Sweden) and **Jonas Triebel**, COO, IDG Tech Media (Germany).

*The international team (clockwise from top left): **Christian Drake, Henric Jogin, Justin Ellis** and **Jonas Triebel**.*

The Build Team recently established its operating charter, which is to cultivate, collect and facilitate best-in-class product ideas within IDGC.

"We want to cultivate the spirit of innovation across the company, collect new ideas and filter them back to business unit leaders and potential product owners, and facilitate the development of those products through a world-class global product development and launch process," Naffah explained. "The Build Team is here as a resource for business unit leaders. If they are trying to develop a product within their group and need support, they should not hesitate to reach out to us."

The Build Team is working with IDG VP/Global Training & Development **Laurie Butson** to develop and roll-out a platform — the Innovation Engine — through which employees can easily share and vote on product or services ideas, even if the ideas are in the early-concept stage.

> Employees can submit ideas to any member of the Build Team by email, text or to idgbuildteam@idg.com. A platform to submit ideas, the Innovation Engine, is being developed.

A component of IDG Communications' Talent Engagement Program, the Innovation Engine will be a tool to help foster employee engagement around innovation on many areas of the business. In addition to supporting the growth initiatives of the Build Team work, the Innovation Engine will also be a tool to allow employees to engage in quarterly challenges around various innovation challenges and ideas; these will be areas related to the Build Team and beyond. The collaborators aim to launch the Innovation Engine in August. Currently, employees can submit ideas to any member of the Build Team by

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IDC New Zealand's CIO Summit draws record crowd for awards gala

IDC New Zealand, in partnership with one of the country's leading conference and training companies, Conferenz, held its 12th annual CIO Summit and Awards dinner in Auckland June 13-14 at the SKYCITY Convention Center. The theme for this year: Leading Digital and Technology Driven Disruption.

The New Zealand event is "one of IDC's founding CIO Summits and one on which others in the series are based," said IDC New Zealand Senior Events Manager **Yvonne Gill**. "Since its inception, the New Zealand summit has grown in size — it is a two-day paid event, while most other Summits are run for one day — and has additional event features that go beyond the other IDC CIO Summits."

Gill

IDC New Zealand has partnered with Conferenz since the event's founding. "Joining forces enables us to scale up the event to a level that either organization would have been challenged to achieve alone," she said.

"The summit has become the must-attend event for the New Zealand CIO community," said IDC New Zealand Country Manager **Peter Wise**. "Co-hosting the Summit is critical for us in bridging our value proposition from the traditional vendor business to the IT buyer community."

The event included more than 50 sessions, including plenary sessions, roundtable discussions, breakfasts and seminar workshops.

This year summit drew more than over 1,100 attendees over the two days and a record 956 for the awards dinner, representing a 10% increase year on year. The event also saw a continued growth in sponsorship, with nearly 100 vendors signing up to be part of the Summit and all sponsorship levels selling out.

IDC New Zealand Country Manager ***Peter Wise*** *welcomes attendees.*

The agenda for the two-day event for CIOs and senior IT executives was predominantly a case study-based, vendor-free format with carefully selected international keynote speakers. Summit content is developed with an advisory council of 15 volunteer New Zealand CIOs.

IDC Group VP and IT Executive Advisor **Joseph Pucciarelli**, based at IDC's headquarters in Framingham, Mass., delivered the opening keynote presentation, "Breaking the Digital Deadlock," and facilitated a pre-summit dinner and roundtable sessions.

Supporters of one of the awards winners performed a Maori haka.

Other international speakers included Loic Tallon, Chief Digital Officer, The Metropolitan Museum of Art; Jeff Murray, CIO, University of Tasmania and Zubair Ahmed, Chief Information Officer, Emirates Islamic Bank.

Other features of the event included:

- Executive roundtables, with 10 roundtable topics facilitated by IDC analysts and local CIOs.
- A NZ$299 Tech Pass for the second day of the Summit. The pass allowed the delegates' direct reports to attend a full day of local case studies and vendor presentations.
- Quick fire presentations: a series of 15-minute presentations from local CIOs.

The New Zealand CIO Awards celebrate and recognize individuals and teams that have shown leadership, innovation and foresight in their contribution to ICT and business. Each year individuals and companies are invited to submit an application, which is reviewed by a panel of judges. Successful applicants are interviewed, and the winners are announced during the awards dinner.

There are six sponsored award categories: Business Transformation of the Year, Engaging Youth in ICT, Emerging ICT Leader, Best ICT Team Culture, CIO of the Year and Outstanding Contribution to Business and Technology in New Zealand (this award is not open to submission and is chosen by the judging panel).

A highlight from this year's awards dinner was an impromptu haka performed by supporters of Outstanding Contribution award winner, Ian Taylor. Gill explained that Taylor is a prominent Maori businessman and member of his Iwi (tribe) Ngāti Kahungunu. Members of his Iwi performed the haka — which has its origins as a war dance to display pride, strength and unity — to honor Ian and show the importance of the occasion.

"We are already well under way with the planning for the 2019 event, and look forward to continued growth," Gill said.

Write to Yvonne Gill. ■

New taxonomy brings IDGC a step closer to OneIDG

Unified, more robust system of describing technologies and related terms improves ad targeting, customer profiles

IDG Communications is rolling out a "golden taxonomy" to various business units to allow for better ad targeting, reader-journey understanding and customer profiles as part of the company's overall OneIDG effort. The golden taxonomy acts as a common data dictionary across IDGC to ensure that everyone shares the same understanding of what each term means and thus can use it consistently and reliably.

The deployment of the golden taxonomy in the U.S. is a first for IDGC in creating a common way of describing the technology world we serve through our various products. VP/Engineering **Thomas Alexander**, VP/Audience Development **Mark Lewis** and InfoWorld Executive Editor **Galen Gruman** contributed this article to introduce employees to this new initiative.

Why does IDG have the golden taxonomy?

A key focus of the OneIDG business strategy is to use data to serve our customers — those customers who use our content and those customers who seek to reach our expert audience.

Alexander

That means understanding those readers' interests, especially related to their purchasing power. To do that, you need to know not just who they are, where they work, and the positions they hold, but what content areas are of interest to them. Within the U.S., there had been some 15 different ways of describing technologies and related terms. That meant we had a fractured, often partial picture of our readers — one that we couldn't sell or target as effectively. That in turn meant we earned less, plus did more work internally to try to translate the information we have from one system to another.

Lewis

To address that fractured environment, the golden taxonomy brings together six different business units' sets of terms describing content.

Gruman

These terms, called metadata, are used to describe what content is about and what the audience characteristics so that any systems that make actions based on such attributes — what ads to display, what newsletters to recommend, what sponsors would be most interested in this reader — do so in a consistent way. As a result, across all our systems and customer touchpoints, we can be confident about our descriptions of these readers and the content they consume.

The golden taxonomy is managed by Mark Lewis, IDGC's VP of Audience Development, and developed by InfoWorld Executive Editor Galen Gruman, based on an information architecture co-developed with VP/Engineering Thomas Alexander, with input from multiple departments.

What does the golden taxonomy mean to your business unit?

The golden taxonomy is now embedded in several key systems, including the Apollo CMS that currently produces the U.S.-based websites, the OneReg system that handles campaign management and registration for commercial content and the IDG Insider program. It's also been adopted by IDG Australia for its websites, and it will be the basis for OneCMS.

Furthermore, IDG Communications has deployed a system, named Nike, that maps the golden taxonomy to legacy systems in real time, to help translate one system's terms to another. It was developed and implemented by Director of Engineering **Kate David** and Software Developer **Liang Li**, and lets us take advantage of the golden taxonomy in systems that don't currently support it, including external systems that never will.

> It will be critical to get local engagement to make the golden taxonomy work well globally.

The golden taxonomy team will be reaching out to business units outside the U.S. to start the mapping and adoption process. It will be critical to get local engagement to make the golden taxonomy work well globally, not just at IDG Communications U.S.

Can I share the golden taxonomy with clients or others?

No. It is company-confidential, as it reflects our areas of strategic focus.

What is a taxonomy, exactly?

A dictionary is a collection of terms and their definitions. And the golden taxonomy acts as a common data dictionary across IDGC to ensure that everyone shares the same understanding of what each term means and thus can use it consistently and reliably.

Each term has one, and only one, meaning, to ensure consistent meaning in every usage — very different from how people use words in languages like English, German, and Korean. And each term has a unique ID, which lets us provide each term in multiple languages while knowing it's the same meaning regardless of language. We can also handle synonyms this way.

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Taxonomy

But a taxonomy is more than a collection of terms; it is a way to organize terms based on their meaning, or semantics. Most people are familiar with two taxonomies: the Dewey Decimal system used by libraries to organize books and music, and the Linnaean system of organizing and classifying life on Earth (species, genus, family, etc.). The golden taxonomy takes elements from both systems. There is a hierarchical relationship among terms, just as in the Linnaean system, but there are also cross-relationships like the "See also" and "See instead" references in a library card catalog.

How does IDGC use the golden taxonomy?

By melding these two taxonomy approaches — Dewey Decimal and Linnaean — in the golden taxonomy, IDG can use the golden taxonomy not only to organize terms in a global structure but to help translate from one set of terms to another. To map from one system to another through the golden taxonomy, you follow the terms hierarchy until the closest match is found, similar to navigating a family tree. (That's what the Nike tool does, in fact.)

That's important when IDG systems interact with both external systems that have their own terms and taxonomies and with legacy IDG systems that haven't yet adopted the golden taxonomy.

For most IDGC systems, the golden taxonomy is used as a standard dictionary, not as a taxonomy. That way, each system can organize the terms it uses in a way that makes sense locally while ensuring that each term means the same thing across all our systems. This flexibility gives us local flexibility while retaining global consistency.

How does the golden taxonomy adjust to market changes?

Taxonomies need to be expandable and adjustable, such as to handle new terms and changes in technology relationships such as after acquisitions. The golden taxonomy was designed to evolve as needed, while ensuring that each term remains unique in meaning. As new needs are identified, Mark Lewis will work with other stakeholders to adapt the golden taxonomy — while guarding against becoming a dumping ground of synonyms, fads and made-up labels.

Sometimes, a business unit or product has specialized terms that don't really fit in a common data dictionary. That's O.K. In such cases, the business unit or product can use supplemental terms, just as aircraft mechanics use standard aeronautics terms not in the Webster or Oxford dictionaries. Although the golden terms maybe supplemented, they may not be redefined. If there are essential terms that the golden taxonomy lacks, we can evolve the golden taxonomy as previously described.

What does the golden taxonomy cover?

The golden taxonomy has five main branches: Technologies, Management, Industry, Architecture and Contexts & Modalities (a fancy way of saying concepts, like mobile or security).

There are currently 1,176 terms, double what the Apollo CMS had previously used, about six times what the Blue Kai ad targeting system uses, and at least ten times more than the old PDRS white paper system had used.

> As a result, across all our systems and customer touchpoints, we can be confident about our descriptions of these readers and the content they consume.

The greater number of terms lets IDGC get more specific meaning when targeting ads or profiling customers. It understands that there are nearly a dozen forms of virtualization, for example, so we can differentiate among them when that matters to clients. When we need to be less specific — such as to provide a broader set of candidates — we can do that, too, by using the hierarchical arrangement to collect multiple "children" terms under a "parent" term.

The danger, of course, is having too many terms. If the differences get too subtle, for example, people will more often choose the wrong one — perversely muddying the waters in an attempt to be more precise. Also, the more terms, the smaller number of articles or readers that each would apply to. That excess granularity would mean we won't find a critical mass to satisfy a client's needs.

Why is it called the "golden taxonomy"?

Thomas Alexander explains that the name "golden taxonomy" came from the idea of a golden master, which was the software that was suitable to release (or burn to a CD in the old days). "We have a golden master branch for Apollo, meaning it is good to go at all times — good as gold." The golden taxonomy is similarly that "good as gold" set of terms.

When can business units outside the U.S. use the taxonomy?

There is nothing stopping folks from incorporating the taxonomy today. In fact, anyone on the BlueKai Data Management Platform should, because then our audiences will be more consistent across the countries. Everyone will be using it once they are on the OneReg and OneCMS platforms, which will be rolling out in the coming months.

Contact Thomas Alexander, Mark Lewis and Galen Gruman. ■

IDC's Digital Executive Summit builds peer support to tackle digital transformation challenges

IDC chose Málaga, Spain, as the site for the 2018 Digital Executive Summit last month, continuing the momentum it has nurtured over the past four years in building a vibrant community that includes executives, vendor sponsors, innovators and the IDC team.

"The Digital Summit focuses on the community and qualitative content," said IDC Benelux Conference Manager **Anne Fleur den Haan**. "We intentionally keep the summit relatively small, with a maximum of 60 end users, ensuring an intimate group that values sharing knowledge and building trust within the community."

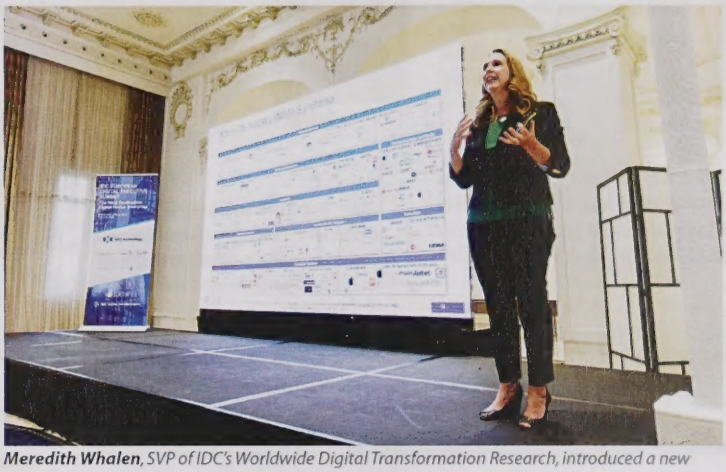
*IDC Group VP/EMEA **Thomas Meyer** directed the session on rearchitecting an enterprise digital platform for scale.*

Feedback from attendees makes it clear that goal has been met. "We are becoming a tribe, and we need to stick together in the world of digital transformation. Love the group," said Martin Damm, chief digital officer, Sticks 'n Sushi.

IDC organizers aim for a 50/50 ratio of first-time attendees and returning delegates. "This ensures that the community remains strong while also getting fresh perspectives in the group," she said. The five summit sponsors covered all costs for the invited high-level qualified attendees.

For the second consecutive year, the two-day summit included an Innovation Challenge that tested attendees' creativity as they engaged with cross-industry peers to solve real-world problems.

*Research Manager **Jan van Vonno** directed the Innovation Challenge. This year seven founders of emerging vendors participated to bring an entrepreneurial spirit into the enterprise setting.*



***Meredith Whalen**, SVP of IDC's Worldwide Digital Transformation Research, introduced a new blueprint focusing on building digital determination to help organizations scale their initial digital transformation efforts into the broader business.*

*IDC Chief Analyst/Europe **Philip Carter** chaired the summit and participated in one of the plenary sessions.*

Created and led by **Jan van Vonno**, head of IDC's European Digital Transformation Research, the activity involved building a city of the future across eight different industries. Attendees used Legos to build a structure that helped visualize an industry, developed a use case enabled by technology, and used agile methodologies — such as sprints, minimum viable products and ritual dissent — to work within and across groups. Each group recorded a two-minute video to present the industry vision, show what the team built in Legos, and explain how it fits into the city of 2028.

IDC contracted with a Dutch company to put together a video that captured highlights from the event; similar videos are planned for each European Summit.

Write to Anne Fleur den Haan. ■

noteworthypeople

Promotions

Del Prete

IDC President & CEO **Kirk Campbell** announced last week that with approval from the IDG Board of Directors and support from China Oceanwide, Executive VP Worldwide Research Products & Chief Research Officer **Crawford Del Prete** has been named chief operating officer. "Crawford has been highly effective for a number of years in his role as IDC's senior research business leader developing IDC's worldwide research strategy, implementing new and improved research products for our customers and successfully building the U.S. research business," Campbell said. "This promotion recognizes his key leadership role at IDC."

Del Prete's expanded responsibilities will include:

1) Under the direction of IDG President **Brett Liu**, working with Campbell and the China Oceanwide team to develop IDC's 3-Year Strategic Plan.

2) Joining with IDC CFO **Mark Sullivan** and Campbell in engaging with IDC's International regions to develop the best possible business plans and budgets for FY 2019.

3) Taking a leading role in evaluating and pursuing potential IDC acquisitions.

Del Prete will continue his current business management duties in addition to his new responsibilities. cdelprete@idc.com

D. TOMASZEWSKI
Price

David Price, previously deputy editor at Macworld U.K., has been named editor. "David has been promoted to Editor of Macworld U.K., focusing on iOS, iPads and iPhones, while fellow editor **Karen Khan** leads the charge on Macs and macOS," said **IDG U.K.** Consumer Group Editor **Marie Black**. "David is extremely professional and conscientious, and a fantastic role model to the IDG U.K. Consumer Group. Together the two have everything it takes to lead Macworld U.K. on to continued success." david_price@idg.co.uk

D. TOMASZEWSKI
Burrell

Also at **IDG U.K.**, Deputy Reviews Editor **Henry Burrell** has been promoted to consumer technology editor. "Since Henry joined us in March 2016, he has become a core part of the editorial team, contributing to the success of all aspects of Macworld and Tech Advisor," said Ecommerce Editor **Ashleigh Macro**. "In his new role, he is taking responsibility for all buying guides, working in partnership with Reviews Editor **Chris Martin** to grow the traffic and ecommerce revenue generated by our reviews and charts." henry_burrell@idg.co.uk

D. TOMASZEWSKI
Preston

Dominic Preston, senior staff writer for the **IDG U.K.** Consumer Group, has been promoted to entertainment and lifestyle editor. "Dominic was thrown in at the deep end when he joined the company during Black Friday week of 2016," Macro said. "Since then he has proven himself a real asset to the company, going above and beyond to drive success in our business. Dom's new responsibilities include driving forward traffic, ecommerce revenue and engagement on Macworld and Tech Advisor with a particular focus on TV, movies, gaming and lifestyle products." dominic_preston@idg.co.uk

New employees

Figone

IDG Communications Digital Strategist **Lauren Figone** has joined the IDG Strategic Marketing Services group in San Francisco. A Bay Area native, she graduated from Texas Christian University in Fort Worth, Tex., in May with a B.B.A in marketing and worked for a local start-up during college. Lauren enjoys outdoor activities, reading and movies. lauren_figone@idg.com

Hossfeld

IDC's IT Executive Program welcomes Senior Account Executive **Torrie Hossfeld**, a fifth-generation Coloradan who will be based in her home state. She was recently an enterprise account executive with NICE Systems. Torrie has a B.S. in finance from Colorado State University and enjoys skiing, golf, hiking (notched her first 14,000-foot peak last year), mountain biking and watching her kids play sports. thossfeld@idc.com

Any business unit can send information for the Noteworthy page to world_update@idg.com.

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Build Team

email, text or to idgbuildteam@idg.com.

Earlier in July, the build team met in San Francisco for the first of a series of local workshops. The team reached out to business unit leaders, and they nominated employees to participate. The dozen attendees at the 2 1/2 -hour meeting represented a variety of functional departments.

"We wanted to have different perspectives and a variety of opinions on what kinds of products would be worth exploring," Naffah said. "People appreciated being part of the process, and they really liked hearing what others thought about what could work at IDGC. It was a great opportunity to bring in voices we don't always hear from."

"I was delighted to see the output from the first Build brainstorming session," Ram said. "One of the reasons we created the build team was to help facilitate and unlock the spirit of innovation within the company, and it is so encouraging and inspiring to see so many great ideas generated from this first in-person meeting. It is very clear to me we have a very talented organization, full of ideas and ways to help improve our business. This process is just one part of our greater growth strategy."

Two workshops will be held in Framingham, Mass., one in New York City and others at each of IDGC's owned and operated business units outside the U.S. Ram and the Build Team are working on the logistics of the upcoming meetings.

For more information contact Matt Naffah and Christian Drake. ■

anniversaries

Congratulations to the following employees who are celebrating service anniversaries July 16-31.

30
Judy Callahan
IDG Corporate Services Group

24
Fay Harward *IDG U.K.*

23
Lorraine Rivell
IDG Corporate Services Group

22
Kitty Fok *IDC China*

20
Meredith Whalen *IDC*
Davy Adams *IDG Australia*

18
Jessica Goepfert *IDC*
Linus Wolter *IDG Sweden*

16
Jason Snyder *IDC Communications*

15
Nancy Gershlak *IDC*

14
Pavel Roland *IDC CEMA*

13
John Rydning *IDC*
Caroline Mewing *IDC Communications*

12
Sara Knapik *IDC*
Tarun Bhasin *IDC Canada*

11
Pavitra Jayaram *IDC CCR*
Dulce Enriquez *IDC Mexico*

10
Syed Zaidi *IDC*
Ruth Flynn *IDC*
Mahendar Vijayan *IDC CCR*
Richard Bell *IDC U.K.*
Terry Mattheoyianni *IDC Greece*

9
Yvonne Khoo *IDC Malaysia*
Jebin George *IDC Middle East & Africa*

8
Brenda Lim *IDC Singapore*
Chris Zhang *IDC Singapore*

7
Cherle Mak *IDC Hong Kong*

6
Shahnawas Latiff *IDC CCR*
Daniel Marcelino *IDC Communications*
Shahista Hagalwadi
IDC Middle East & Africa

5
Bryce Larsen *IDC*
Pietro Delai *IDC Brazil*
Silvia Cosso *IDC U.K.*
Gogia Gaurav *IDG U.K.*

4
Kelly Petersen *IDC*
Jon Carrado *IDC Communications*
Mark Lewis *IDC Communications*
Rui Flora *IDC U.K.*
Ashkan Rashidghamat *IDC U.K.*

3
Linda Nimmo
IDG Corporate Services Group
Vojtech Zdzieblo *IDC CEMA*
Nakul Dogra *IDC Middle East & Africa*

2
Andrew Smith *IDC*
Syed Shabi Hussain *IDC India*
William Lee *IDC Singapore*
Yulia Zubko *IDC Communications*
Klara Jelinkova *IDC CEMA*
Jakub Cajka *IDC CEMA*
Samar El Sayed *IDC Egypt*
Alina Georgescu *IDC Romania*
Mohammed Shelbaieh *IDC Saudi Arabia*

1
Margaret Riani *IDC*
Esin Gregg *IDC Communications*
Zala Vegnuti *IDG Global Solutions*
Ben Manashe *IDG Connect*
Gabriel Torre *IDC Brazil*
Jessica Su *IDG China*
Abeer Ahmed *IDC Egypt*
Eman Rouby *IDC Egypt*
Ada Lyanova *IDC Russia*
Jawad Khalil *IDC Saudi Arabia*
Lalaa Comrie *IT World Canada*

Get social

Stay up to date on all things IDG by following the company's corporate social media accounts. For IDG Communications, go to Twitter, Facebook and LinkedIn. Follow IDC on Twitter, Facebook and LinkedIn. Share and retweet!

IDC employees compete regionally in World Cup predictions challenge

Everyone knows that the FIFA World Cup attracts a global audience, but you might not know how "the beautiful game" brings the far-flung IDC community together.

Since 2006, IDC Latin America IT Manager **Ricardo Faim** has been the organizer of a World Cup Predictions Game. From a modest beginning, with 80 IDC Latin America employees, Faim got permission to open it up to all of IDC, and more than 400 people have played since 2010, with 410 participating this year.

Faim

Faim developed the game on his own in 2002, when it was not easy to find a suitable application. Since then, various kinds of systems and apps have become more common, but Faim's is distinctive because most players have a chance to win for a longer period time.

The game allows players to choose their teams and scores for every game; all bets had to be in before the tournament began. The results were updated after every game, so players could immediately see their standings compared to their peers in the region and across IDC overall. All bets were also sent to IDC Latin America HR and SVP/Worldwide Trackers **Eric Prothero**, so that any employee who wanted to check if the results were kept from the beginning could do so.

This year's winners were:

Asia Pacific (excluding Japan): **Esther Ng** (Hong Kong)
Canada: **Tarun Bhasin**
CEMA: **Patrick Nemecek** (Czech Republic)
Japan: **Yasusuke Suzuki**
Latin America: **Ricardo Faim** (Brazil)
U.S.: **Chad Huston** (Corporate Headquarters)
Western Europe: **Sara Macedo** (U.K.)
Worldwide Tracker Team: **Roman Maceska** (Czech Republic)

Nemecek and Faim tied for best overall score. Prizes varied by region; an official game jersey or an Apple watch were among the gifts.

"Eight years ago, we did a survey to see if people wanted to use a more traditional application or this game, and everyone preferred to continue using it," Faim said. "I've gotten many thank-you emails, and it's great to see so many employees having fun with it."

Write to Ricardo Faim. ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

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ONE ON ONE - page 3 | NEWS - pages 2,4,5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

IDC A/P study with Microsoft examines DX's economic impact

The goal was to understand the impact of digital transformation in terms of its impact on enterprises' business, society and the GDP of 13 Asia/Pacific countries and the incremental contribution to the region's economy.

SEE MORE ON PAGE 4

Also inside

IDG Communications U.S. town meeting tracks progress

One on one; IDC VP/Devices Research Bryan Ma looks at Computex highlights, Xiaomi IPO

IDGC European, U.S. employees share strategies on growing third-party revenue globally

Check your camera batteries; charge your phone: the IDG Photo Calendar Contest is under way.

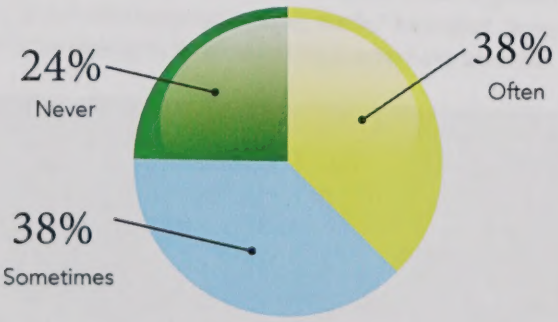
SEE MORE ON PAGE 7

Unsung Hero: IDC East Africa's Francis Hook is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How often do you listen to podcasts?



Log on to www.idgcentral.com to vote on this week's question:

Will you be shopping during Amazon Prime Day on July 16-17?

CLICK HERE

IDC hosts European Digital Summit

Jan van Vonno, head of IDC's European Digital Transformation Research, presents at the fourth annual European Digital Executive Summit in Málaga, Spain, last month. The two-day conference, with a maxium attendance of 60 CXO and line-of-business executives, focuses on opportunities that digital transformation provides to gain competitive advantage. Read more in the next issue.

IDG Communications U.S.' town hall meeting takes stock of progress

Noting that there's been a "real sense of momentum" over the past few months, IDG Communications U.S. President **Charles Lee** convened a town hall meeting in Framingham, Mass., June 27 for local employees and others in the U.S. who listened via conference call.

"There's been a lot of energy and great developments since the town hall meetings last quarter, and we've put in place a solid foundation to grow the business," he said. "I'm proud of all you've accomplished in such a short period of time."

The presentation, which emphasized IDGC's commitment to "Quality Matters" in every aspect of its business, covered staff accomplishments, a financial update, Project NEXT highlights, business developments and a view of what's ahead over the next few months.

IDG Communications continues to reinforce its commitment to creating development paths for its employees and attracting highly skilled employees, Lee said. Ten employees have been hired this quarter, including one rehire, and several promotions and six transfers have bolstered the sales team's capabilities.

> "We've always been a business based on quality content, and that fuels everything we do."
>
> -- *Charles Lee*

"Recognition through the High Five! peer recognition program is 53% higher than the number we've seen on average over the past two quarters, which speaks to our energy, camaraderie, teamwork and team spirit," Lee said.

IDGC continues to stabilize its revenue performance, and while there's still a lot of work to be done to move into a growth position, "good solid progress is being made," he added. Some of the revenue highlights by product this quarter have been demand generation, which is 30% over budget for Q3; a new events services business that originated with an IBM win in the U.S. and has expanded globally; affiliate revenue with 46% year-on-year growth and a B2C digital subscription business that is pure profit. Display revenue remains the biggest challenge, "but new products and a renewed sales focus has put us in the better position for success."

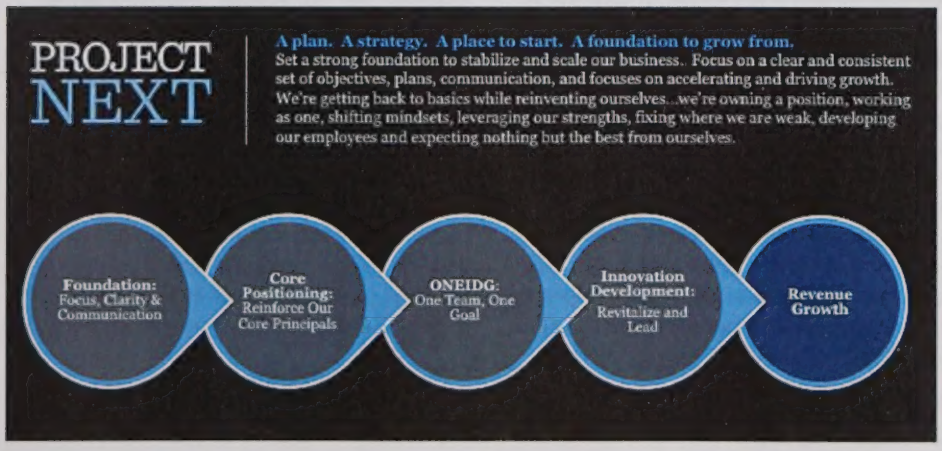
Lee reviewed the concept behind Project NEXT, introduced as the IDG Communications overarching strategy over last quarter's town hall sessions. Project NEXT is the foundation upon which IDGC can position itself, focus efforts/priorities, accelerate development and innovation, develop talent, and drive revenue growth. Underscoring it all is IDGC's mantra, "Quality Matters."

"We've always been a business based on quality content, and that fuels everything we do," he emphasized. "Quality content drives quality engagement, quality data and quality acquisition. This mission has helped us become the premier global platform for connecting technology buyers and vendors."

He encouraged employees to share ideas they may have about how to improve IDGC's quality or identify areas in which there's weakness by sending suggestions to idgqualitymatters@idg.com.

Some examples what's been accomplished since the start/launch of Project NEXT:

- More than a dozen national and regional editorial awards.
- PCWorld and TechHive YouTube subscribers have doubled and tripled in the past nine months.
- B2B traffic has been up every week, every month and year-on-year over the past year.
- 19 new client solutions launched in the NEXT portfolio and more than 30 new NEXT wins, amounting to more than $2.5M in new revenue.
- Growth/Core Team sales structure adjustments, with a focus on accelerating net new account acquisition and optimizing revenue footprints on existing accounts.
- The launch of Guidant, which assists enterprises with their digital transformation efforts and signifies a new chapter in the history of IDGC and IDC collaboration and how the company goes to market.
- Successful launch of the MarketingFit Client Workshops in Waltham, Mass., and Palo Alto, Calif., with 38 and 39 attendees, respectively.



continued on page 6

OneonOne

Bryan Ma

IDC Asia/Pacific

IDC's VP/Devices Research is this week's columnist. Reach him at bma@idc.com.

"What makes Xiaomi unique is its user engagement model, where it cultivates a fan base through online forms and events, collecting user feedback and implementing said feedback into new releases."

Q You're a regular attendee at Computex in Taipei every year. What were some of the highlights in 2018?

A Computex is historically a very PC-centric show, and it's always interesting to see what kind of initiatives arise to try to revive the fortunes of the sector. One thing that got a bit of attention this year was the concept of a dual screen PC (a second screen occupies the part of a notebook where a keyboard would normally sit). It certainly looks futuristic and eye-catching, but software will be the key to enabling the use of both screens, and I am concerned that such products will struggle for many years to find mainstream use cases, especially when there are a limited number of devices in the market to motivate application developers in the first place. Nonetheless, ASUS had one of its concepts on display, Lenovo previewed the successor to its YogaBook, and Intel had one of its reference designs available. Even in the weeks after the show, rumors have swirled about what Microsoft may or may not be doing in the space, so keep your eyes open here.

Q Last year at Computex, Qualcomm and Microsoft talked up the idea of an Always Connected PC, which brings the benefits of a smartphone to a PC, including all-day battery life, an ability to wake instantly and always being connected to a network without having to hunt for wi-fi. What progress has been made in the past year?

A Samsung joined the list of manufacturers at Computex this year, joining HP, ASUS, and Lenovo, while Qualcomm announced its Snapdragon 850 platform, which is a faster and more PC-tuned version of the Snapdragon 845 that is used for smartphones. It also confirmed a deal with Sprint to provide unlimited data for users through the end of the year. But other than that, I was rather disappointed to find that Microsoft didn't even touch the subject in its Computex keynote, let alone announce any new operator partnerships or details. I love the idea of an Always Connected PC (in my opinion, it's what the PC industry has needed for a long time), but a huge thing holding this category back is the telcos' slow approach toward data plans, roaming and easy activation. I feel that the industry inevitably will need to move in this direction in the long term, but in the short term the process has been disappointingly limited.

Q It wasn't all about PCs at the show though, right? Didn't ASUS launch their ROG Phone for gaming? Do we even really need a phone dedicated to gaming?

A One thing that might not be obvious to many folks outside of China is the growth of mobile gaming over the past year. Keep in mind that I'm not talking about simple, casual games like Pokemon Go, Angry Birds and Candy Crush. I'm talking about PC-like games on mobile, the best example of which is Tencent's Honor of Kings, which is basically like (PC-based) League of Legends but on a mobile phone. And now some of the hottest PC games are moving to mobile phones, including Player Unknown's Battlegrounds and Fortnite. Just as we saw in PCs, some gamers will spend money on more premium hardware to give themselves an advantage and better gaming experience, and now the same thing is happening with phones, with high refresh rate screens, faster processors, more memory, bigger batteries, and better audio, as exemplified in the Razer Phone last year. Chinese vendors like Xiaomi and ZTE have since launched gaming phones, and at Computex this year, ASUS's Republic of Gamers division threw its hat in the ring. A gaming phone may sound odd in Western markets where non-PC gaming tends to happen on consoles like XBox, but China hasn't really had consoles, and phones are a much easier way for people to get into gaming without having to fiddle with PC components like graphics cards. This trend is now starting to spread outside of China into markets like Indonesia, where PC-like games are becoming more popular on mobile, and where phone vendors are accordingly positioning their phones as being better optimized for gaming. Other markets in Asia will likely follow.

Q You've been following Chinese phone vendor Xiaomi since it was a startup, and they recently just went through an IPO. Why are investors interested in this company if it is just selling cheap phones?

A Probably one of the most debated and misunderstood aspects of Xiaomi is whether it really is a smartphone business or something bigger than that. It's true that 70% of its revenue comes from smartphones and it makes low single-digit margins off of those phones. But there's a

continued on page 6

IDC/AP wins study with Microsoft on unlocking the economic impact of digital transformation

Less than a year ago, Microsoft asked IDC to participate in a competitive bid for a study that would quantify and lend insight into the economic impact of digital transformation (DX) among enterprises in Asia/Pacific.

"IDC's strong reputation as a DX thought leader (as recognized by Onalytica), solid track record in building economic indexes (e.g., the Huawei GCI project), and good reputation with the key project influencer, In.Fom, paved way for IDC to win the partnership," said **Daniel-Zoe Jimenez**, research director and lead, Digital Transformation Practice, IDC Asia/Pacific.

Last September, Microsoft commissioned IDC to conduct the study. The goal was to understand the impact of DX in three areas:

- Impact on Gross Domestic Product (GDP). IDC developed a model estimating the impact of DX to the GDP of 13 countries in Asia/Pacific and the incremental dollar value (contribution) to the region's economy.
- Impact on businesses. IDC measured the DX economic impact on enterprises' business.
- Impact on society. IDC measured the DX impact on society (e.g. impact on cities and citizens, including job transformation or/and displacement).

The Microsoft Asia DX Study also intended to understand the specific benefits, challenges and traits that set DX leaders apart from the rest.

The study was conducted for 1,560 respondents in 15 countries: Australia, China, Hong Kong, Indonesia, India, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, Sri Lanka and Vietnam; the last two were excluded from the GDP assessment.

Key respondents of the study included business and IT leaders from organizations with more than 250 staff, particularly decision makers responsible in shaping their organizations' digital strategy. Industries covered by the survey included education, financial services, government, healthcare, manufacturing and retail.

Key findings from the report included:

- Approximately 60% of Asia Pacific's GDP will be derived from digital products or service by 2021.
- By 2021, Digital Transformation is expected to add 0.8% CAGR GDP growth annually.
- Digital transformation brings increased profit margins, productivity, customer advocacy, revenue from new products and services and more cost reductions. These benefits will improve by some 50% in three years.

*Participants at one of the speaking engagements IDC organized included (l-r): **Kevin Wo**, managing director, Microsoft Singapore; **Cindy Lim**, managing director, Keppel Urban Solutions; **Daniel-Zoe Jimenez**, research director and lead, Digital Transformation Practice, IDC Asia/Pacific; and **Ralph Haupter**, president, Microsoft Asia and corporate vice president, Microsoft Corporation.*

In addition to the GDP model, the project deliverables included speaking engagements across 10 countries for Microsoft customers and international and local tech and business media, and a white paper. The speaking engagements, which were conducted in February and March, were led by Jimenez and the respective IDC country heads and DX country leads. Microsoft speakers included its A/P president and country heads.

Part of Microsoft's objective is to use this study as anchor to create top media headlines and continue to strengthen its brand with DX. As of June, the study has been promoted in 17 markets with over 70M social media impressions.

"Measuring the impact of DX on the GDP of 13 countries wasn't easy," Jimenez said. "Cross-team collaboration was key to our success: the DX team, consulting, country and Insights' analysts worked together to deliver the project. Our work gained strong media attention, driving further growth to the IDC DX brand; and good recognition with Microsoft's Asia Leadership team."

Write to Daniel-Zoe Jimenez. Read more about the study in Microsoft's Asia News Center here. *Thanks to IDC A/P Senior Manager, Corporate Communications **Alvin Afuang** for contributing this article.* ■

European, U.S. employees share strategies on growing third-party revenue globally

The Third-Party & Ecommerce Board met in Stockholm in June to discuss a variety of topics that included common reporting, consolidation of partners and platform, B2B third-party and global consumer opportunities.

Employees from IDG Communications U.S., U.K., Germany, Sweden, Benelux and Poland attended the meeting, including a representative for the French and Spanish B2C brands that are run from the London office.

"Common reporting is key to us all understanding our business and how we can best share in success," said board lead **Simon Jary**, B2C publishing director for IDG Communications U.S. and U.K.

IDG Sweden Sales Controller **Tomas Watz** has created a common-reporting tool for the group, and attendees spent several hours pouring over Excel sheets and investigating how best the global numbers can be used to drive new revenue growth locally.

EMEA Head of Ad Ops **Richard Bailey** discussed ongoing plans for an even richer reporting tool for programmatic and third-party revenues based on the Domo business intelligence tool, which was initiated by the Programmatic Board.

The group looked at using third-party and programmatic data to fuel client development from a sales point of view. IDG Sweden Chief Revenue Manager **Markus Ekberg** talked about how car manufacturers that were buying Swedish inventory on the open exchanges were persuaded to set up direct private marketplaces on the back of performance and contextual alignment. Private auction deals offer better liaison with the client than open market business.

> "Common reporting is key to us all understanding our business and how we can best share in success."
> -- *Simon Jary*

Ecommerce continues to be the major driver of third-party revenues across the business units, and the group reported on successes and partner performance on affiliate lines. U.S. VP/Business Development **Bill Rigby** reported on a recent Digiday Ecommerce summit in New York. IDG Germany Business Development Manager **Ina Reiter** led a session on hybrid affiliate/sponsorship deals, which have also proved popular in the U.K.

*L-R: **Ole Evers**, IDG Germany; **Ina Reiter**, IDG Germany; **Neil Bennett**, IDG U.K.; **David Nguyen**, IDG Germany; **Richard Bailey**, IDG U.K.; **Markus Ekberg** and **Lina Vikman**, IDG Sweden; **Krzysztof Ceglinski**, IDG Poland; **Moritz Kaiser**, IDG Germany; **Jesper Landén**, IDG Sweden; **Simon Jary**, IDG U.K. & U.S.; **Bill Rigby**, IDGC U.S.; **Tomas Watz**, IDG Sweden; and **Maurice Otte**, IDG Benelux.*

Such price models contain a performance commission part plus a single sponsorship payment that would include some guaranteed revenue.

IDG Benelux Data & Ad Operations Manager **Maurice Otte**, IDG Poland's **Krzysztof Ceglinsky**, Bill Rigby and Markus Ekberg discussed opportunities for third-party monetization on the B2B side. Jary started the conversation on geographical consumer opportunities based around regions and languages.

There were external guest speakers from Prisjakt (Pricespy) and an informative seminar on pricing power from Sales 4 Profit, which looked at how to raise pricing through behavioral and psychological economics, following research work on paywalls with the Swedish team.

"This Stockholm meeting was fantastically organized by **Jesper Landén** and his team, and rounded off with a late-night — but still sunny — international game of petanque by the river," noted Jary (who co-incidentally was on the winning team with Sweden's **Lina Vikman** and Maurice Otte).

In September, the European members of the core board team will meet at Cologne's DMexco third-party and ad-tech super show. The next full meeting is in October and will focus on consumer editorial and ecommerce.

Thanks to Simon Jary for contributing this article. ■

continued from page 3

Town hall

• The first meeting of the IDG Build Team in San Francisco, which aims to identify and implement world-class product development and launches while promoting a culture of innovation within IDG. More than 40 employee-submitted ideas are under review.

• GDPR compliance on May 25.

• 87% completion rate for the Employee Engagement survey.

The end of the calendar year stands to make a significant impact on FY18's performance, Lee said, but "every quarter we get down, we'll be commercially stronger. There's more work to do, and I want to see a lot of continued collaboration and teamwork. We work as a team, and we win as a team. It's important that we all act on what we've been saying all year: be better tomorrow than we were today."

Write to Charles Lee. ■

IDG Communications U.S. next steps

Coming up, a sample of initiatives and focus areas include:

- Continued development of the NEXT portfolio and services, with event services a key area of expansion.
- Optimized focus and resources on the highest-yielding and growth areas of the business.
- Revitalized consumer positioning.
- Enhanced sales strategy around marketing and media agencies.
- Talent Engagement Program initiatives kicking into high gear.
- Build Team development and acceleration.
- Department planning for FY19.

Address change: IDC Canada

IDC Canada moved to another floor of its building as of July 9. The new address is:

33 Yonge Street
Suite 902
Toronto, ON M5E 1G4
Canada

Share your news, suggest content

Employees at any business unit or licensing partner can share news about what their group or department is up to or suggest a colleague who could share their expertise in a One on One column. Write to world_update@idg.com.

The 2019 IDG Photo Calendar Contest is under way!

Calling all photographers! Enter your two best shots in IDG's 35th Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG-affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote-getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

• Submit up to two color or black-and-white digital images on any subject. Photos must be taken by a current IDG Communications, IDC or Corporate Services Group employee or licensee partner.

• Images must be high-resolution files suitable for publication in a wall-format calendar.

• Photos may be vertically or horizontally oriented; no panoramic-width photographs will be accepted. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).

• If your photo is selected as one of the 12 winners, you will be asked to submit a photo of yourself and a brief description of how you came to take the photo.

• Send photos and any questions to world_update@idg.com. Entries must be received by Sept. 14, 2018.

continued from page 3

One on one

method behind the madness, as they approach the market differently than other smartphone makers. What makes Xiaomi unique is its user engagement model, where it cultivates a fan base through online forums and events, collecting user feedback and implementing said feedback into new releases. This garners more interest in the brand along the way, and Xiaomi leverages that to pitch other products and services, including higher-margin accessories, services and even household goods like air purifiers and towels. It sounds odd to be spread into so many seemingly disparate directions, but Xiaomi invests in startups to create such products for the company, all while generating profits from such investments as well as advertisements and services that are deployed through this ecosystem. My concern though is whether this model can scale well outside of China, as its services in particular need to be localized, which is much easier said than done. ■

anniversaries

Congratulations to the following employees who are celebrating service anniversaries July 1 – 15.

33
Keith Arnot IDG Communications

31
Kimberly Schuberthan IDC

28
Scott McLarnon IDC
Julio Vial IDC U.K.

26
Randy Perry IDC
Debra Becker IDG Communications

24
Loren Loverde IDC
Tom Winter IDG U.K.

23
Joan Young IDC
Cheryl Giangregorio IDG Communications
Paul Overhiser IDG Corporate Services Group
Karen Blythe IDG Global Solutions

22
Bill Ganci IDC
Hans Ludwig IDG Germany
Wolfgang Herrmann IDG Germany

21
Susan Searle IDG Australia

20
Courtney Munroe IDC

18
Dorothy Merullo IDC
Mary Ann Daneke IDC
Romana Stankova IDC CEMA

19
Sandra Machnik IDG Germany

17
Meghan Baker IDC
Patty Gil IDG Corporate Services Group
Rolf Röwekamp IDG Germany
Manfred Bremmer IDG Germany
Pia Küsters IDG Germany

16
Stephen Vass IDC Singapore
Bob Bragdon IDG Communications
Amy Danielowich IDG Communications

15
Ole Evers IDG Germany

14
Ramon Llamas IDC
Sandra Tubbs IDC
Julekha Khan IDC Australia
Cyrus Daruwala IDC Singapore
Boris Braslavsky IDC Russia

13
Victor Lim IDC Singapore
Tammy Gargus IDG Communications

12
Karen Mitchell-Capland IDG Communications
Christine Nestler IDG Germany

11
Simon Ellis IDC
Elizabeth Chan IDC Singapore
Jozef Gemela IDC CEMA
Maciej Latopolski IDC Poland

10
Matthew Iaricci IDC
Sudev Bangah IDC Indonesia
Andrew Han IDC Korea
Jerry Van Ommeren IDC Benelux
Zorana Juric IDC Serbia
Monika Galazka IDG Poland
Patrick Hagn IDG Germany

9
Sissi Wang IDC China
Oliver Aguilar IDC Mexico
Tomoaki Nakamura IDC Japan

8
Archana Ramachandra IDC
Greg Girard IDC
Charles Sacco IDC
Kiranjeet Kaur IDC Singapore
Matias Fuentes IDC Chile
Claudia Lopez IDC Mexico
Luis Rodriguez IDC Mexico
Peter Hulleman IDC Austria
Jan Sochna IDC CEMA
Renny Hakak IDC Israel
Ayse Kaptanoglu IDC Turkey

7
Jean Desmarais IDC
Andrew Munton IDC
Albert Wang IDC China
Apples Lu IDC Taiwan
Nicole Day IDG Communications
Christian Drake IDG Global Solutions
Pavel Maneta IDC CEMA

6
Sui-Jon Ho IDC Malaysia
Royd Vicente IDC Philippines
Cristian Nilo IDC Chile
Angela Gonzalez-Salmeron IDC U.K.
Yuta Torisu IDC Japan

5
Sherrel Roche IDC Malaysia
Avis Hong IDC Singapore
Marco Yiu IDC Hong Kong
Steven Ragan IDG Communications
Erinn MacKinnon IDG Communications
Kelly Gannon IDG Communications
Kay Kim IDG Korea
Mike Connolly IDC U.K.

4
Jaclyn Lewis IDC
Danielle Schwartz IDC
Huimin Ng IDC Singapore
Ray Lin IDC Taiwan
Dan Hawkins IDG Communications
Stephen Wang IDG TechNetwork China
Kathy Kong IDG TechNetwork China
Anne Fleur Den Haan IDC Benelux
Daniel Tovar IDC CEMA
Alexey Kovalev IDC Russia
Eduardo Silva IDG Australia

3
Rasmus Andsbjerg IDC
Maria Avila IDC
Bharath Shenoy IDC India
Rena Esmeralda IDC Malaysia
Alvin Afuang IDC Philippines
Paula Jalosjos IDC Philippines
Prithiraj Bhowmick IDC Singapore
Rizwana Shaik IDC CCR
Renu Singh IDC CCR
Nikhil Anand IDC Canada
Roman Krpel IDC CEMA
Lukas Kubny IDC CEMA
Jan Mikurda IDC CEMA
Priyanjali Sarkar IDC Middle East and Africa
Michal Swiatek IDC Poland

2
Justin Diercks IDC
Lynda Sterling IDC
Muralidharan Ramaswamy IDC CCR
Valerie Wan IDC Malaysia
Julie Pollet IDC Singapore
Karol Olszowka IDG Connect
Clare Sabiston IDG Connect
Hendry Xu IDG TechNetwork China
Signe Hasselbalch IDC Denmark
Tomas Marek IDC CEMA
Ondrej Slosarek IDC CEMA
Andrew Kibet Kirui IDC East Africa
Ahmed Zayed IDC Egypt
Roxana Deaconu IDC Romania
Sarah Ieroianni IDG Australia
Marion Richtmann IDG Germany

1
Josemberg Oliveira IDC
Daniel Hillsdon IDG Connect
Nicolas Santos IDC Brazil
Hilda Morquecho IDC Mexico
Maren Due Olsen IDC Denmark
Liam Hall IDC U.K.
Carolina Henao IDC Spain
Ondrej Plachy IDC CEMA
Radek Zika IDC CEMA
Ayman Hoshy IDC Egypt
Hannah Davidson IDG U.K.
Samira Fahed Sarraf IDG Australia
Codruta Andreea Lapadatescu IDG Germany

Del Prete marks 30-year milestone

During a recent IDC town hall meeting, IDC President & CEO **Kirk Campbell** (l) congratulated **Crawford Del Prete**, executive vice president, Worldwide Research Products and chief research officer, on his 30th anniversary with the company.

Del Prete joined IDG in 1988 as a marketing manager for one of the company's early business units, Installed Technology International, and moved on to IDC as a research manager in 1989. He has held his current role since 2008.

unsunghero

Francis Hook

Regional Research and Consulting Manager

IDC East Africa

"Francis has been a key member of the IDC Middle East & Africa team and, as de facto country manager in Kenya, has been effectively driving our business there," said IDC Middle East, Africa & Turkey Director of Consulting ***Sourav Bhanja****. "His contribution to project management has been exemplary, and he is able to confidently handle projects across the wider Africa region."*

Home
Nairobi, Kenya

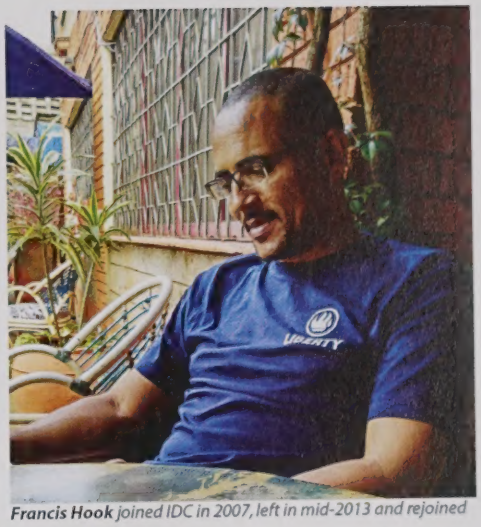
Primary job responsibilities
General oversight and running of the East African office, managing research and consulting projects in Eastern and Western Africa, supporting different research and business units, representing IDC at external events, presenting at IDC events, supporting local staff, business development, mentoring local staff, some finance, HR and administration functions.

Three things I do in a day's work
- Look at my to-do list and mark items red, orange and green.
- Open up project plans and review.
- Check Twitter for latest ICT happenings across Africa and engage with some followers.

What I love most about my job
No two days are ever the same.

A big challenge for me
Working with team members and clients spread across three time zones (GMT+1, GMT+2 and GMT +4) and with some having a different working week (Sunday to Thursday in the Middle East). It makes some working days rather long and some nights short.

Latest accomplishment
Managing three custom projects concurrently while juggling other tasks such as recruitment (and onboarding four new staff), participating in events (presenting and moderating at IDC CIO Summits in Kenya and Nigeria), business development and day-to-day running of the office.



Francis Hook *joined IDC in 2007, left in mid-2013 and rejoined in early 2017.*

Career highlight
Building a dynamic and cohesive local team between 2007 and 2013 and doing the same since 2017.

What I'm doing to improve day-to-day job performance
Acting as a facilitator-at-large to enhance research quality, improve research approaches, support business development, project management and team coordination.

Interests outside the office
Cats, cycling, driving, nature, old cars, reading and writing. I love being in the great outdoors driving on endless open roads and under blue skies.

What others can't tell just by looking at me
I'm a published author of a children's novel, Finding the Djinn (ISBN 9780340990292).

Do you know an unsung hero?

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition in the Unsung Hero feature? Send your suggestions to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Lauren Yanuskiewicz *IDC*

» COMPLETE THE IDG ENGAGE SURVEY BY JUNE 27! CHECK YOUR EMAIL FOR THE LINK.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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New product helps customers succeed at digital transformation

Guidant, from IDC and CIO, launched last week and will provide fact-based research, peer community and leadership development programs that provide enterprises with the tools for success.

SEE MORE ON PAGE 4

Also inside

IDG TechNetwork China moves to new office

IDG Compass lends insight into other departments

IDG Corporate Services Group holds town meeting

Celebrating 40: IDG CSG Director of Payroll Debbie Sobin reflects on her years of service

IDG Strategic Marketing Services holds first board meeting in London.

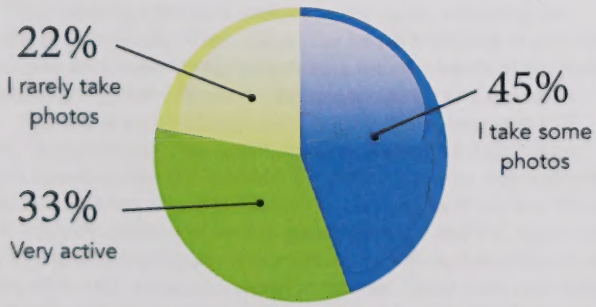
SEE MORE ON PAGE 2

IDC's Frank Gens talks with IDG Communications staff about the global digitized economy.

SEE MORE ON PAGE 2

Question of the week results

During a typical vacation, what kind of photographer are you?



Log on to www.idgcentral.com to vote on this week's question:

How often do you listen to podcasts?

CLICK HERE

2019 IDG Calendar Contest begins!

Calling all photographers! Enter your two best shots in IDG's 35th Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG-affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote-getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

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- Images must be high-resolution files suitable for publication in a wall-format calendar.
- Photos may be vertically or horizontally oriented; but please, no panoramic-width photographs. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 14, 2018. Questions? Write to world_update@idg.com.

SMS board to advise, support local marketing services initiatives

*With such a cosmopolitan group it was inevitable that thoughts would turn to the World Cup.. (L-R): **Janice Tong**, **Jim McGinty**, **Stefan Huegel** and **Britta Liljegren** caught up with the Egypt vs. Uruguay clash during a break between sessions.*

The first meeting of the newly formed IDG Strategic Marketing Services International board convened June 14-15 in London. Board members **Jim McGinty**; head of U.K. SMS and senior director, Global Content Services; **Britta Liljegren**, head of SMS, IDG Sweden; **Stefan Huegel**, SVP/SMS, Germany; and **Janice Tong**, VP/SMS Asia/Pacific, Australia; were joined by IDG Communications U.S. President and SMS Worldwide President **Charles Lee**, IDGC Worldwide President **Kumaran Ramanathan** and IDGC Demand Generation President **Matt Smith**.

Created following the IDG Communications International Managers meeting in April, the board has been tasked with creating a plan and structure to accelerate the international marketing services business. It is an advisory and steering board that is in market, giving local marketing services teams greater knowledge and market context.

The meeting covered a wide range of topics, reflecting the wealth of opportunity in this space. The board is looking to put more focus and accountability for growth back into the hands of the local markets, giving them direction, recommendations and guidance.

"We are at a truly historic point here in the development of SMS," McGinty said. "We spent two very productive days talking about how to create our blueprint for growth, and the responsibilities, roles and next steps for the board in supporting each market. There were lively discussions about our global portfolio and the opportunities to implement products and solutions that fit each market, as well as the skills and resources needed to do that. There were also really fruitful discussions on closer collaboration with other IDGC groups — editorial, events and Connect. Our focus all the way through will be on quality and responding to the needs of our customers. We're really looking forward to building out our recommendations and putting this into practice."

The SMS board will reconvene in September. Write to Jim McGinty. ■

Gens talks to IDG Communications staff about the global digitized economy

IDC SVP/ Chief Analyst **Frank Gens** gave a presentation to IDG Communications employees at an all-company gathering in Framingham, Mass., earlier this month.

*Computerworld Senior Reporter **Lucas Mearian** (l) moderated the Q&A with **Frank Gens**.*

The focus was on what IDC calls the second chapter of the IT industry's 3rd Platform. As the digitization of the global economy continues to rapidly develop, the three elements of the new chapter involve key technologies, such as Cloud 2.0; the reinvention of enterprise IT organizations to work with those new technologies, and the restructuring of the IT vendor community to tap into other entities besides themselves. Gens explained how those three pieces fit together and fielded questions, such as how IDGC might cover the topic from an editorial standpoint.

Click here for the video; here for the slides.

TechNetwork China moves to new office

*Business Development Manager **Cloris Yang**, Business Development Manager **Hendry Xu**, Operations Manager **Missile Liu**, Managing Director **Stephen Wang**, Business Development General Manager **Joyce Zheng** and Operations General Manager **Kathy Kong**. Stephen, who co-founded IDG TN China, and Kathy have been with the company for four years; the rest of the staff three years.*

IDG TechNetwork China recently relocated its office in Beijing.

Founded in 2014, IDG Tech Network was the first global technology-focused ad network to enter the Chinese market. TechNetwork China offers data-driven marketing and premium programmatic buying into more than 100 Chinese-language publisher sites. TN China has 120 million page views daily and is considered to be the sixth-largest network in China.

TechNetwork China
808A, China Life Tower
No. 16 Chaoyangmenwai Street
Beijing 100020
People's Republic of China

IDG Compass lends insight into other IDG departments; explores career development tips

*(L-R): **Russ Burman**, IDC; **Jeannie Keefe**, IDC; **Jordan Jewell**, IDC; **Rajy Ganne**, IDG Corporate Services Group (CSG); **Max Pepper**, IDC; **Kevin Brimberry**, IDC; **Brittany Schilling**, IDG Communications (IDGC); **Ari Tashman**, IDC; **Ronnie Lin**, IDC; **Ghassan Abdo**, IDC; **Jessica Blumenthal**, IDGC; **Craig Stalk**, IDC; **Samantha Casale**, IDGC; **Lynda Sterling**, IDC; **Cheryl Barrett**, IDGC; **Christina Manfroni**, IDC; **Justin Diercks**, IDC; **Jackie Tuffy**, IDG CSG; **Marianne D'Aquila**, IDC; **Samantha Oritz**, IDC; **Jay Holdash**, IDC; **Liang Li**, IDGC; **Jason Blackwell**, IDC; **Yulia Zubko**, IDGC; **Anthony Omobono**, IDC; **Vincenza Collett**, IDC; **Dinh Hang**, IDC.*

More than two dozen IDC, IDG Communications and IDG Corporate Services employees attended the IDG Compass program in Framingham, Mass., May 15-16.

Compass is designed for individuals who have been with the company for one to five years and aims to help them better understand IDG, meet colleagues outside their own business unit, focus on professional development, identify ways to continue to contribute to their business unit and IDG, and enhance their overall IDG experience.

IDGC HR Senior Business Partner **Pauline Boyle** and IDG Training and Compensation Specialist **Carolyn Yanuskiewicz** hosted the program.

IDGC SVP/Human Resources **Sara Scogland** gave an overview of IDG's history, growth and its current landscape in the Navigating IDG session. Consultant **Frank Cutitta**, who held several global sales roles during his IDG tenure, spoke on building a personal online presence.

External coach and trainer **Lau Lapides** gave tips on improving verbal communication skills and building confidence and energy in any speaking situation.

IDG Communications VP/Business Development & Digital Media **Bill Rigby**, IDGC Director of Audience Engagement **Dan Muse**, IDC Marketing Director **Patrick Gorman** and IDC Global Research Director **Shawn Fitzgerald** talked about interesting projects in their respective groups during the Hot Topics, Cool Ideas session.

IDC VP **Heather Levinson** moderated the Managing Your Career Panel that featured IDC Consulting Manger **Becky Diercks**, IDGC Account Manager **Jason Fleckles**, IDGC Director, Editorial Data & Analytics **Sharon Machlis** and CIO Executive Council Global Media Bureau & Client Research Manager **Brendan McGowan**.

For the case study, participants formed groups to work on their own ideas for an initiative — for employees or customers — they'd like to see implemented at IDG and presented it to their peers.

"Listening to so many different colleagues talking about their jobs in detail, learning what makes IDG unique, and how each of us contributes to the company's success and was a big takeaway for me," said IDC Client Service Representative **Jeannie Keefe**. "I have a deeper appreciation of the work we do and the products we deliver."

The program wrapped up with a conversation on how to apply the program's learnings on the job. Each participant shared one action they plan to take home.

Write to Carolyn Yanuskiewicz. ■

Guidant, from IDC and CIO, provides tools for enterprises to succeed at digital transformation

Over the past six months, IDC and the CIO Executive Council (CEC) teams having been working on a new combined product — Guidant, from IDC and CIO — which launched officially on June 20. Guidant is designed to be an organization's digital transformation partner, combining the best of the CIO practitioner network with industry-defining technology advisory services to help identify and define the technology platforms to drive business and the leadership skills to deliver results.

This strategic launch leverages both groups' strengths for the benefit of customers. The dynamic offering provides clients with unlimited access to world-class research and industry-leading analysts as well as membership in a community with some of the world's most influential organizations for peer perspectives and strategic leadership development.

The market need for this product is underscored by IDC and IDG Communications research that shows that 93% of organizations have plans to pursue digital business transformation, but many are challenged to digitally transform the overall organization. This new program will provide the combination of fact-based research, peer community and leadership development programs providing the tools for success.

Key differentiators of this joint offering include these benefits to customers:

Educate and validate decisions. IDG research provides insights into the applications of emerging technologies while addressing foundational decisions around IT modernization, platforms, and digital security.

Translate insights into action. A community of technology executives and networking events facilitate candid peer discussions about best practices.

Develop digital leadership skills. Leadership and coaching services help develop the business and innovation skills needed to lead in the new digital enterprise.

Maximize time and resources. Guidant is delivered with a unique concierge service that provides industry and geography context.

Under the leadership of U.S. President, IDG Communications and Worldwide President, Strategic Marketing Services **Charles Lee** and IDC EVP, Worldwide Research Products & Chief Research Officer **Crawford Del Prete**, product development and launch was a collaborative effort that pulled in management, sales, operations, and marketing from both groups.

IDG WORLD UPDATE

*Key people involved in the new launch include (clockwise from lower left): **Ryan Patterson**, VP, IEP Client Services and Customer Experience, IDC; **Mary Conroy**, VP/Marketing, Worldwide IT Executive and Industry Research, IDC; **Adam Dennison**, SVP and general manager, IDG Events/CEC & publisher, CIO, IDG Communications; **Kath Marston**, VP, Client Experience and Sales, CIO Executive Council, IDG Communications; **Meredith Whalen**, SVP, IT Executive, Software, Services and Industry Research, IDC. (Not pictured): **Per Melker**, VP, Worldwide Sales, IT Executive Programs, IDC; and **Sue Yanovitch**, VP, Marketing, IDG Communications.*

To create a seamless customer experience, both teams will continue to work closely to map and streamline customer touchpoints, and each client will have a dedicated account management team supporting their services to ensure that the best possible customer experience is created and that Guidant is a cohesive service. This includes a strategic alignment of sales and

> "Our strategic partnership creates a distinctly unique proposition because it pulls together events, research, analysis and leadership development."
>
> -- Charles Lee

continued on page 5

continued from page 4

Guidant

customer support territories so that every customer engagement is coordinated.

When looking at the two business processes, the combined strength of engagement includes a portfolio of face-to-face events (IDC Directions, CIO100, Agenda, CIO Perspectives, etc.), virtual sessions, newsletters, analyst calls, brand management services, peer connections, proactive outreach of research and community engagement.

Guidant's launch is being supported with promotional activities through a joint press release, unified product landing page (www.guidantleadership.com), joint social and marketing campaigns and promotion at upcoming IDG CIO events.

"Our strategic partnership creates a distinctly unique proposition because it pulls together events, research, analysis and leadership development," Lee said. "This launch is truly a first for both organizations and speaks to the broader opportunities ahead to collaborate and integrate to drive higher customer and business value."

"By focusing on the emerging technologies and platforms that are changing how businesses compete and stay relevant, Guidant, from IDC and CIO, provides our customers with deeper value," Del Prete added. "This offering helps them to identify, assess, and define what to do, and develop the right leaderships and talent to succeed."

Guidant is a U.S.-focused business initiative, and IDG Communications' international CEC licensee business, including those in Spain and Australia, will continue to run under the CEC banner.

For more information write to Kath Marston or Per Melker. ■

A powerful combination

IDC's research supports businesses globally in the digital transformation of their organizations. Its IT advisory services not only advise on the technologies underpinning digital transformation (e.g., cloud, analytics, IoT, mobility, 3D printing), but also on effectively leading and executing DX initiatives across both IT and the line of business.

The CIO Executive Council, based in Framingham, Mass., provides strategic leadership development for the transforming C-suite at the world's most influential and evolving organizations through a wealth of programs and services, including peer-to-peer interactions, a deep industry knowledge base, a range of professional development programs, and media/public relations opportunities that are tailored to an individual's strengths and career goals.

IT spending globally on digital transformation

$1.3 T 2018 → **$2.1 T** 2021

Source (top and right): IDC

What is Digital Transformation (DX)?

Digital transformation is the process of evolving to become a digital enterprise.

A digital enterprise is able to innovate and scale at a pace that is an order of magnitude greater than traditional businesses.

Digital enterprises succeed by:
- Treating technology and data as its lifeblood
- Fostering a workforce that embraces innovation
- Being driven by a customer-centric culture
- Adapting to new information, opportunities, and threats
- Leveraging the ecosystem of stakeholders to evolve products, services, and strategies that keep them ahead of their competition.

IDC

*IDC SVP **Meredith Whalen** often uses this slide to define digital transformation. The new Guidant product will assist organizations that have plans to pursue digital business transformation but need additional tools to succeed.*

Digital Transformation Reaching Macro-economic Scale

Digital Transformation

By 2021, **at least 50% of global GDP** will be digitized, with growth in every industry driven by digitally-enhanced offerings, operations and relationships.

IDG Corporate Services Group gathers for town hall meeting, team building

The IDG Corporate Services Group held an off-site town meeting and social gathering on June 13 in Framingham, Mass. It was the first time in a long while the 70 employees from finance, accounting, legal, tax, credit, corporate human resources and IT had convened for knowledge-sharing and team building.

Following an icebreaker (appropriate involving favorite ice cream flavors), VP/Chief Accounting Officer **Donna Marr** kicked off the informational part of the agenda with a finance update. "In addition to looking at the fiscal year so far, we talked about how the finance-related work we do fits into the highest level of IDG," Marr said.

The IDG Corporate gathering included an information session and social time at the Framingham Beer Works.

She also gave an overview of IDG's parent company, China Oceanwide, including who the key members of China Oceanwide are and how they interact with IDG; what other businesses China Oceanwide is engaged in, such as real-estate development, and her recent visit to Wuhan, China, for the IDG board meeting and where China Oceanwide has made significant investments.

IDC President and CEO **Kirk Campbell** gave an overview of IDC and how it fits into IDG as a whole, updating the group about recent initiatives.

Amy Hanania coordinated the recent office move.

IDGC SVP/Human Resources **Sara Scogland** spoke about the IDG Engage survey, which launched the same day, and Corporate HR Services Director **Cheryl Talamini** gave a summary of all the goings-on that the Corporate team had experienced over the last six to nine months. That included consolidating all of the Corporate departments from two floors into one, the construction of new training and meeting rooms (names for each have a tropical island theme), the Spring Into Motion wellness program and plans for a summer gathering.

Before breaking for the social time, managers recognized numerous employees. These included three recent hires this fiscal year, many High-Five peer recognition winners and significant anniversary milestones: Senior Financial Analyst **Cindy Reed** and Financial Systems Administrator **Lance Castonguay** (20 years), Bookkeeper **Laura Brady** (30 years) and Director of Payroll **Debbie Sobin** (40 years; see profile p. 8).

Donna Marr, who joined the company last September and was promoted to her current role in January, has day-to-day responsibility for IDG Corporate.

The team also recognized Corporate Credit Manager **Amy Hanania** for her role in coordinating the recent office move. A lighthearted "here and there" prize (plenty of "welcome to Boston" swag) went to VP/Business Operations and General Counsel **Kevin Krull**, who moved into his Framingham office full-time after 21 years (mainly in New Jersey) with the company.

For more information write to Donna Marr. ■

noteworthypeople

New employees

Arcaro

Previously lead product marketing manager at AT&T, **Matt Arcaro** is working with **IDC**'s IoT and Mobility teams as research manager, next-generation automotive. He has a B.S. in materials science and engineering from the University of Illinois Urbana-Champaign. Matt enjoys volunteering, hiking, biking and running and has lived in three different states in the past 12 months ("not recommended"). marcaro@idc.com

Borkowicz

Global Account Manager **David Borkowicz** works from his Austin, Tex., home for **IDC**'s Sector West Sales team. He had been an enterprise account manager for Commvault. David has a B.S. in sociology from Texas A&M University and enjoy golf and following all things Texas sports, especially Fighting Texas Aggies football, the Dallas Cowboys and Dallas Stars. He and his wife found out on Father's Day they're expecting their first child. dborkowicz@idc.com

Account Executive **Tyler Edell** joins **IDC**'s Sector West Sales team in San Mateo, Calif., after working as a business development representative at DigitalGenius. Tyler has a B.A. in writing, literature and publishing from Emerson College in Boston and an M.A. in English from San Francisco State University. He's studying Japanese and passed his second term exam. tedell@idc.com

Petty

WORLD UPDATE

Previously a temp at **IDG Communications** Digital Account Services for the past eight months, **Matt Petty** has been hired as a report specialist. He has a B.A. from Assumption College in Worcester, Mass., and enjoys skiing and watching sports. matt_petty@idg.com

MacDonald

WORLD UPDATE

Also at **IDGC** Digital Account Services, Report Specialist **Ryan MacDonald** was previously an associate at Champagne Bookkeeping & Tax. He has a degree in business administration from Worcester (Mass.) State University; he co-chaired an auction his senior year that raised more than $30,000 for Worcester charities. Ryan enjoys golfing, New England sports and going to the gym. ryan_macdonald@idg.com

Any IDG office is may send promotions or new employee information for the Noteworthy section. Write to world_update@idg.com

Share your news, suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to share news about what their group or department is up to.

- Suggest someone who could author a future "One on one" column or an article about their area of expertise.
- Nominate a deserving co-worker for an Unsung Hero profile.
- Pass along the name of an office mate with an interesting hobby or volunteer activity.
- What has your group accommplished that you'd like the rest of IDG to know about? Ideas for new content are always welcome. Write to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company June 25-30.

32
Ken Hoyt *IDC*

30
Andrew Sambrook *IDG Communications*

23
Simon Jary *IDG U.K. & U.S.*

19
Joanne Tilson *IDG Global Solutions*

18
Valerie Soh *IDC Singapore*

14
Donna Burch *IDC Canada*
Robert Fleming *IDC*
Bheban Kewalram *IDC Middle East & Africa*

13
Ae-Lee Kim *IDC Korea*

11
Donna Geary *IDG Global Solutions*

10
Maria del Carmen Abril *IDG Spain*

8
Kate Davis *IDG Communications*
Kathryn Magilligan *IDC*
Gabriela Medvecova *IDC CEMA*

6
Meriska Elfiarini *IDC Indonesia*

4
Sandra Barrack-Anidi *IDG Corporate Services Group*

3
John Pagonis *CIO Executive Council*
Jonathan Namuncura *IDC Chile*
Marine Alex *IDC U.K.*
Martion Smutny *IDC CEMA*

2
Catherine Kopik *IDG Connect*
Sandeep Nayak *IDC CCR*
Mohit Raizada *IDC Malaysia*
Samuel Reynolds *IDC Taiwan*

1
Hannah Davidson *IDG Global Solutions*
Amy Woodhead *IDG Australia*

Sweet treats for summer solstice

IDG Communications' Community Action Board arranged for an ice cream truck to stop at the 492 Old Connecticut Path parking lot in Framingham, Mass., last week so employees could have dessert and mingle on a beautiful afternoon.

IDG WORLD UPDATE

*(L-R): **Christin Surette** (Events), **Cheryl Barrett** (CIO Executive Council), **Tamra Cooper** (Events) and **Brittany Angel** (Events).*

celebrating40

Debbie Sobin

Director of Payroll

IDG Corporate Services Group

Debbie Sobin joined IDG on June 19, 1978 and is the company's longest-serving U.S. employee. She works at 5 Speen St. in Framingham, Mass.

Home
Medfield, Mass.

Career path since joining IDG
Bookkeeper, Accounting Supervisor, Payroll Manager and now Director of Payroll.

What my job involves
I oversee the payroll processing for all of the IDG domestic payrolls. I work closely with both the HR business partners to help ensure accurate payrolls and also with the IDG Accounting Department on general ledger reconciliation.

Best part of my job
By far the best part of my job is the people that I work with every day.

A few things that have changed over the years
Not to age myself too much, but when I first started messages were received on pink pads and there was no Internet to access. Payroll was processed manually. I would leave the payroll forms in a locked bag by the front desk for a delivery person to pick up and return the next day with payroll checks (no direct deposit) in the same locked bag. A lot has changed!

One thing I've learned here
No matter your role, every employee adds value and is essential to the overall success of IDG.

Major accomplishment at work
Making it to 40 years. Time really does fly by.

Career highlights
Having the opportunity to work on many different projects. More recently, the migration to a new payroll system.

Most memorable moment at work
My 10th anniversary lunch with IDG founder Pat McGovern, who picked me up at the office in a stretch limo and had a corsage for me. He managed to put me right at ease, and I like to think I put him at ease as well!

I joined IDG because
I needed a job and I answered an ad in the newspaper. Everyone seemed really nice, and the rest is history. At the time, IDG was located at 60 Austin Street in Newtonville, Mass. (across from the Star Market over the Mass Pike).

CHERYL TALAMINI

***Debbie Sobin** has been director of payroll since October 2002.*

Most rewarding thing I've done, in the office or outside
I was one of the founders of the now very popular Medfield Afterschool Program. I think of myself as somewhat of a pioneer for working parents.

Destination for my IDG 20th anniversary trip
I went with my husband and two children to London, Amsterdam and Paris.

Outside interests
Family, friends, a good book and I love sports, especially baseball and football (sorry, Pats fans; I'm a big fan of the Buffalo Bills).

What others can't tell just by looking at me
I worked on a kibbutz for a year after finishing college.

If I won the lottery tomorrow, I would
Probably save it towards education for any future grandchildren.

IDG World Update is always on the lookout for nominees for the Unsung Hero profile. Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG Connect Nordics, IDG Sweden educate clients about demand gen

IDG Connect Nordics has been able to deploy many integrated ABM programs for local customers thanks to a close collaboration with IDG Sweden's key account managers and clients.

SEE MORE ON PAGE 4

Also inside

IDG Korea hosts 11th user experience conference

China Oceanwide transaction clears CFIUS review

Signed Macworld cover goes to auction for $40,000

Directions Beijing breaks IDC China attendee record

Unsung Hero: IT World Korea's Jay Park

IDC U.S. welcomes new class of summer interns in Framingham and Los Angeles.

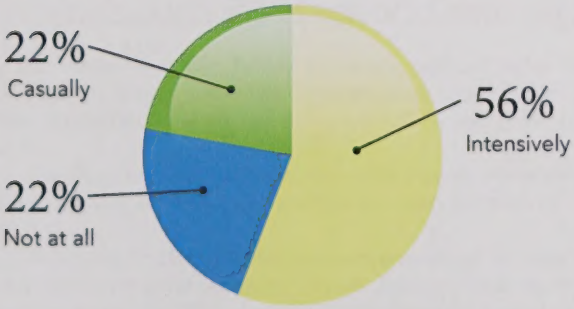
SEE MORE ON PAGE 6

IDG Australia marks 40 years in the local market with employee celebration and awards.

SEE MORE ON PAGE 7

Question of the week results

Do you plan to follow the World Cup?



Log on to www.idgcentral.com to vote on this week's question:

During a typical vacation, what kind of photographer are you?

CLICK HERE

IDG Blog: Executive Voices

IDG Communications managers periodically contribute to the IDG blog section on IDG's public site, www.idg.com. Here are a few recent posts and excerpts targeted to tech marketers:

Becoming a relevant part of the conversation
SVP/General Manager **Adam Dennison**
"Thought leadership marketing requires a dedication to a topic or concept over time, and a concerted approach to weave it through all your marketing initiatives."

Data-driven insights to power customer engagement
Director, Insights & Performance Marketing **Gordon Plutsky**
"Increasingly media companies are offering a secret weapon to help their partners deepen engagement and get closer to their prospective customers — data."

Six storytelling techniques that will improve your brand strategy
Global VP/Client Solutions **Jason Tenenbown**
"How can technology marketers use storytelling techniques to forge an emotional connection? Here are six initial tips taken from how the entertainment business looks at story structure that you can use across your B2B marketing strategy."

UX World focuses on design, research, business collaboration

All of IDG Korea's 11 UX World conferences have been held in Seoul.

IDG Korea organized the UX World 2018 Spring conference in Seoul last month with the theme Creating Innovative Customer Experiences. Some 400 designers, marketers, researchers and business managers across a wide range of industries attended the one-day, paid-admission event, which has been held twice yearly since 2013.

Seven user experience experts from leading companies such as Facebook, YouTube, Google and the Japanese company Rakuten shared their insights, with most emphasizing the need for collaboration between UX designers, researchers and business managers. Some of the topics included UX as it relates to small and medium businesses, AI speakers, financial services and autonomous cars.

"UX is very important in the digital age, and it's not just a design issue anymore; it's more of a business issue," said IDG Korea Managing Director **Katherine Park**.

Key staff involved in the event included Event Production Manager **Nissi Jang**, Marketing Manager **Kay Kim**, Assistant Marketing Managers **Kyungmin Kim** and Operations Manager **Jasmin Kim**.

Write to Katherine Park. ■

China Oceanwide's proposed transaction passes CFIUS review

China Oceanwide Holdings Group Co., Ltd. and Genworth Financial, Inc. announced on June 9 that the Committee on Foreign Investment in the United States (CFIUS) completed its review of their proposed transaction and concluded that there are no unresolved national security concerns.

Genworth is a Fortune 500 insurance holding company based in Richmond, Va., focused on mortgage insurance and long-term care insurance.

中国泛海
CHINA OCEANWIDE

According to The Wall Street Journal, the $2.7 billion proposed transaction is the largest publicly reported Chinese deal to receive CFIUS approval during the past year and a half. The same article noted that the Genworth deal was first announced in October 2016, and its approval followed one of the longest-known reviews by CFIUS.

In connection with the CFIUS review, Genworth and Oceanwide entered into a mitigation agreement which, among other things, requires Genworth to use a U.S.-based, third-party service provider to manage and protect the personal data of Genworth's U.S. policyholders.

The closing of the transaction remains subject to other conditions, including the receipt of required regulatory approvals in the U.S., China and other international jurisdictions.

"Successfully concluding the CFIUS process is a major step in our efforts to complete this transaction, which will strengthen Genworth's financial position and allow us to bring Genworth's insurance expertise to China," said China Oceanwide Chairman **Lu Zhiqiang**.

CFIUS also conducted a review prior to China Oceanwide's purchase of IDG in 2017.

Write to China Oceanwide International Business Development Dept. Associate Director, Div. II Nan Ji. ■

Christie's auctions Macworld issue signed by Jobs, Wozniak

Macworld U.K. editors fielded an unusual cold call earlier this month. The auction house Christie's public relations firm asked if they wanted to cover the upcoming sale of Macworld's first issue in the U.S.

The February 1984 cover was signed by Apple co-founders Steve Jobs and Steve Wozniak and has a starting bid price of $40,000.

According to Christie's, the company is aware of only one other document bearing the signatures of both Jobs and Wozniak to appear at auction: the 1976 partnership agreement for Apple Computer (Sotheby's New York, 13 December 2011, lot 241, $1,594,500).

The staff didn't run with the story, as it is outside the scope of Macworld's current editorial mission. However, the call did spur some nostalgic discussions about the early days of the Macworld brand. (Fun fact: Steve Jobs personally licensed the Macworld name to IDG founder **Pat McGovern**.)

Read the Christie's lotfinder text here.

IDG Engage Survey is live through June 27

ENGAGE
HELP SHAPE THE FUTURE!

All IDG employees globally should have received a survey link from Quantum Workplace on June 13. If you did not, please connect with your local Human Resources representative. The results will be used used to identify ways to increase employee engagement in work environment, business unit leadership, training, management and more.

IDC China's Directions conference in Beijing sets attendance record

IDC China's Directions conference in Beijing on June 6 drew some 440 individuals from tech suppliers, end-user organizations, investment firms, Internet companies, start-ups and the media — a record number of attendees for a Directions event in China.

The conference is also the only local event to feature so many China-based analysts across a variety of research fields. Close to 20 analysts presented at workshops and keynotes and met with clients and prospects during one-on-one meetings.

Managing Director **Kitty Fok** and VP/Chief Analyst **Lianfeng Wu** gave keynote speeches on the newest chapter of the digital economy from a global and a local lens, respectively. As of 2017, more than 50% of China's Top 1000 enterprises have made digital transformation their strategic priority.

Fok

The three workshop tracks focused on the Future of Technology, the Future of Culture/Life and the Future of Industry. Many of the workshops were multidimensional. In the Future of Industry track, for example, analysts from the Emerging Technology research team and the Insights research team worked together to talk about the application of hot technologies and services such as cybersecurity, IoT, artificial intelligence and blockchain across industries such as manufacturing, health care and finance.

IDC China analyts and clients talk during the 30-minute one-on-one meetings.

Some 440 attendees came to Directions in Beijing.

During a VIP lunch for 30 chief marketing officers, Assistant VP **Frank Wang** informed the group about upcoming events and other activities. Lianfeng Wu talked about IDC's latest findings on digital transformation research and the Digital Transformation Awards event on Oct. 19. The program will recognize end users for outstanding digital transformation projects and is expected to draw 1,000 IT and senior business executives from a wide range of industries as well as industry experts, academics and media representatives.

Wu

To promote Directions, IDC leveraged WeChat, LinkedIn, Twitter and other social channels and created a set of event posters depicting the speakers for IDC's online use and for employees to share on their personal social networking sites, such as WeChat Moments.

Write to Marketing Communications Manager Elly Hao. ■

IDG Connect Nordics, IDG Sweden sales educate clients on benefits of demand-generation services

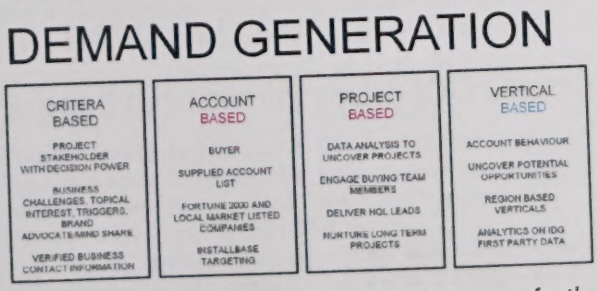
A recent sales survey by IDG Communications has shown that account-based marketing is a real growth area for IDGC business. In Sweden, the groundwork has been laid over the past four years to demonstrate how a local business unit can work successfully with the company's central demand-generation business to sell custom ABM solutions while having overall program management and execution done from two different locations.

IDG Connect Nordics Business Unit Manager **Dario Nazemson** heads up a five-member team based at IDG Sweden and reports to IDGC Demand Generation President **Matt Smith** in the U.K. He works closely with the central IDG Connect operations team in the U.K. and serves in a sales enablement role for the local IDG Sweden sales team to sell ABM 360 solutions and use the IDG Connect Business Intelligence platform. The results have included numerous examples of successful campaigns that IDG Communications was previously unable to support, and customers are re-booking.

"IDG has a strong reputation when it comes to our editorial brands, the data and insights we have about our audience," Nazemson said. "The challenging part from a commercial point of view is to be able to show customers that these insights are not just 'nice to know,' these are the customer's potential advantages in the market.

"This is even more of a challenge when we are working closely with local customers and talking about our insights and global capabilities. We have to explain how we can leverage our global audience intelligence and help the marketers that are only focused on field marketing in the Nordics."

Nazemson said the demand generation graphic below has been an effective way for the IDG Sweden sales team to help clients understand how to leverage different IDG audiences. "This way of conceptualizing how to use our databases makes it easier to get a grip on the amount of data we have and turn it into something useful."



The approach depicted above has been an effective way for the IDG Sweden sales team to help clients understand how to leverage different IDG audiences.

ABM services at-a-glance

The ABM 360 product suite includes services such as:

- **Lead generation**. Individual engagement with a defined target audience using tactics such as email or telemarketing.
- **Echo from IDG**. A CPM-based media offering for ad campaigns using a customer's target account list and, if requested, additional companies that IDGC identifies to augment the account list. It is used for lead nurturing, branding and awareness.
- **ABM executive interviews**. In-depth interviews in which 10 questions are asked about the organization's IT-challenges with a key decision maker.
- **Database-driven research**. These surveys target a specific audience from an IDG Connect database.
- **Business intelligence reports**. These use IDG's first-party data to build account-level intelligence reports, including buying team structure and technology insight at the given account.

He gave examples of questions IDG Sweden sales asks clients to help them understand what can be delivered:

Criteria based: Do you need want to engage with a target audience that is 100+ employees and IT-manager or above?

Account based: Are you looking at engaging with the largest accounts in Sweden such as Volvo or IKEA?

Project based: Would you like to engage with a project IDG has already discovered within IT security?

Vertical based: Are you focused on key verticals such as banks or manufacturing industries?

Being able to communicate IDGC's demand products is not an easy task, Nazemson said. IDG Sweden sales representatives need to be able to, among other skills:

- Identify the need for demand generation.
- Communicate and visualize what IDGC offers to marketers, who sometimes don't know what an external demand generation supplier like IDGC can do for them.
- Understand the client's business/offering (ERP, consultancy services, data center solutions) and being able to evaluate if a client's offering and IDGC's audiences is something that could work.
- Pitch/sell the idea for a demand generation program and still manage client expectations (i.e., cautioning them that not all leads will be qualified enough to be immediate

continued on page 5

continued from page 4

Sweden

purchasers).

Key account managers **Anna Ekström** and **Lisa Mezö** have been among IDG Sweden's most successful representatives of IDG Connect's demand generation services in the Nordics (see sidebar).

In addition to sales enablement, another important aspect of his role is internal communication, Nazemson said. This can involve determining who on the IDG Connect team can answer certain kinds of client questions and if a proposed program can actually be delivered in the local market.

"The level of capacity and knowledge that IDG Connect has is amazing — all you need to do is ask, and then try programs together with your clients," he said. "Recently, we were able to pull off an ABM program for Opentext that included IDG Echo delivered from digital group at IDG Connect International, ABM Executive Interviews delivered by the research team at IDG Connect, and lead generation done from both the local operations team at IDG Connect in Sweden and through telemarketing done by IDG Direct."

"IDG Connect Nordics has been able to deploy many integrated ABM programs for local clients in Sweden thanks to a close collaboration with key account managers and clients so that we can understand the needs and continuously communicate a program's progress," Nazemson said. "Equally important has been the back-end communication with the different operational teams within the IDG Connect division and IDG Direct to architect programs that will work on a local level, synchronize program execution and keep an open mind for how to tweak program setup when something needs to be changed."

LINA FRISK

(L-R): Anna Ekström, Lisa Mezö and Dario Nazemson.

Write to Dario Nazemson. For more on demand generations programs in Sweden and Germany, read this article in IDG World Update. ■

Collaboration in Sweden

IDG Sweden key account managers **Anna Ekström** and **Lisa Mezö** talk about their experience selling demand generation services. (A longer interview is on IDG Central.)

Q: What's one example of how you educate a customer?

Lisa: One client said all activities must be directed against a specific account list in the region and nothing else. Also, we learned that the single most important KPI on what our client contact was measured on internally was leads generated. Even if she was really interested and in need of other, brand-building types of activities, she felt she could not get those campaign budgets approved. By layering up the target account lead generation offer with hyper-targeted ECHO, executive interviews and business intelligence reporting, we were able to offer the client a much wider range of activities at a targeted level and package the whole thing as an integrated lead-generation activity.

Q: What's it like working with the IDG Connect team?

Anna: We work closely together from start to finish, addressing problems quickly if they occur. Plus, building trust is a priority. We always want to make the client feel that we are a business partner, and they should never feel left alone or forgotten.

Lisa: Dario has been involved in client meetings and clients briefs from a very early stage, and we have tight communication. That way clients feel that delivery and sales are really working as a team for their success, and we react quickly to their needs from a campaign's start to finish.

Expand data services with IDG Connect

Over the past seven months IDG Connect has made a concerted effort to make its data products more consistent and accessible to local and U.S. business units, noted IDG Demand Generation President **Matt Smith**.

"Not only does this help our internal sales teams, but it makes it easier for our partners to work with IDG," he added. "To accelerate this process we established an Alliance Team that will have the role of updating and sharing intelligence across the local business units but also offer sales support and enablement.

"IDG Connect Nordics and the local IDG Sweden team are an outstanding example not only of how to collaborate with the central demand generation team but also how to expand the data services they offer regionally to capture previously untapped revenue. This sales success and innovation has allowed IDG Communications to push new data launches seamlessly into the Nordics market."

Any local business can work this way by connecting with IDG Connect Senior Campaign Manager Helen Dubber.

noteworthy people

Promotions

Nadkarni

IDC Program VP **Ashish Nadkarni** is now group vice president and will assume responsibility for the full server/storage research business. "In his more than six years at IDC, Ashish has spent time researching a variety of complex compute, storage, software defined infrastructure and big data analytic topics," said **Matt Eastwood**, SVP, Enterprise, Datacenter, Cloud Infrastructure and Developers. "He brings focus, solid mentoring skills and good humor to his work, and he is highly respected by his team, his peers, IDC management and most importantly our clients." anadkarni@idc.com

Jyoti

IDC Research Director **Ritu Jyoti** is now program vice president and responsible for managing the systems infrastructure portfolio. "When Ritu joined us last year, she brought a unique set of insights to IDC that she was able to build during her career in consulting, product management and alliances in large and small tech vendors," Eastwood said. "Ritu has quickly become a go-to analyst for a variety of clients by tackling an increasingly broad and complex set of research needs." rjyoti@idc.com

New employees

Nixon

IDC Framingham welcomes Business Development Representative **Scott Nixon**. He was recently a loss prevention intern with TJX Companies and graduated from Westfield (Mass.) State University with majors in economics and criminal justice. He enjoys sports, the outdoors and personal fitness. snixon@idc.com

Halonen

IDG Sweden has hired **Rasmus Halonen**, an intern for the past few months, as marketing coordinator for the Webbdagarna and TechWorld events. He is in his last year at Sales and Marketing College in Stockholm, where he is majoring in digital marketing. Rasmus plays floorball in one of the country's most competitive leagues and enjoys photography and fishing. rasmus.halonen@idg.se

Zhao

Previously at Boston University's Office of Creative Services working in design and studio production, **Cynthia Zhao** is a digital marketing creative specialist at **IDG Communications** in Framingham. She has an undergraduate degree in marketing from Beijing International Studies University in China, an M.S. in marketing and technological innovation from Worcester Polytechnic Institute in Worcester, Mass., and an MFA in graphic design from Boston University. Cynthia's interests revolve around fitness and singing, and she's the owner of two ragdoll cats. cynthia_zhao@idg.com

Returning employees

Dialani

Recently Associate VP/Commerce & Technology at GlobalLogic, **Mukesh Dialani** is back at **IDC** Framingham as program director, Product Engineering & Operational Technology Services. He joined IDC in 2007; his most recent role had been research director, BPO and Engineering Services. Mukesh has an MBA from Babson University in Wellesley, Mass., and an undergraduate degree in physics from Mumbai University in India. He is interested in wildlife and conservation activities. mdialani@idc.com

IDC U.S. kicks off summer internship program

EMILY LAMBERT

*(Front, l-r): **Sarah Glasheen, Michael Rosen, Kendall Hoyt** and **Tom Russell**. (Back, l-r): **Kevin Sheehan, Marissa Mealey** and **Scott Callahan**. **Michael Wang** will join the Framingham interns in July.*

The latest edition of IDC's summer intern program began last week, with eight college students in Framingham, Mass., and one student working remotely in Los Angeles. Each intern is paired with a manager who guides their projects and an ambassador who is an assigned mentor.

Sales Intern **Scott Callahan** is majoring in marketing and entrepreneurship with a minor in sales at the University of New Hampshire in Durham, N.H. Scott enjoys golf, basketball, football and baseball.

Market Research Intern **Sarah Glasheen** graduated from Stonehill College in Easton, Mass., with a degree in business management and minors in healthcare administration and health sciences. She will be starting the MBA program at the University of New Hampshire after the internship. She enjoys traveling, going to the beach, skiing and country music.

Product Management Intern **Kendall Hoyt** is studying communications with a minor in art at the University of Massachusetts in Amherst, Mass. She enjoys photography, art and fashion.

Sales Intern **Marissa Mealey** is at Bryant University in Smithfield, R.I., majoring in communications with a minor in sales and marketing. Marissa enjoys traveling, volunteering and time with family and friends.

Tom Russell, market research intern on the Tracker team, is majoring in economics and minoring in statistics at the College of the Holy Cross in Worcester, Mass. Tom makes time for sports, church, working out and hanging out with family and friends.

Market Research Intern **Michael Wang** earned his undergraduate degree in journalism and strategic communication from the University of Missouri in Columbia, Mo., and is pursuing a master's in analytics and statistical modeling from Northeastern University in Boston, Mass. Michael enjoys playing the piano and "hunting for the perfect beat."

Michael Rosen, a 2017 intern, is focusing on market research He is a finance major with a minor in psychology at Tulane University in New Orleans. A Boston sports fan, Michael enjoys staying active, reading about tech and playing board games.

Another returning market research intern, **Kevin Sheehan**, is majoring in history and religion at Amherst College in Amherst, Mass. Kevin coaches high school football and enjoys fishing and yard games.

Software Development Intern **Jack Zhao** is with the Tracker team and majoring in computer engineering and linguistics with a minor in Russian area studies at the University of Southern California in Los Angeles. He enjoys music and learning languages. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

40
Debbie Sobin *IDG Corporate Services Group*

35
Derek Hulitzky *IDG Communications*

33
Walter Kainz *IDG Germany*

23
Tony Olvet *IDC Canada*

22
Kath Marston *IDG Communications*

20
Lance Castonguay *IDG Corporate Services Group*

19
Linus Lai *IDC Australia*
Chris Lin *IDG Communications*
Paul Morrisette *IDC*
Karen Funk *IDG Germany*

15
Natalya Yezhkova *IDC*

14
Melissa Chau *IDC Singapore*
Magdalena Szczodronska *IDG Poland*

13
Monika Kumar *IDC*

12
Brian Howden *IDC Canada*
Leon Xiao *IDC China*
Tim Scannell *IDG Communications*

11
Ella Zhang *IDC China*

10
Patty Bu *IDC Canada*
Mira Perry *IDC Canada*
Jayshree Doshi *IDC CCR*
Srinivasa Varadharajan Rangarajan *IDC CCR*
Rainer Bachmaier *IDG Germany*

9
Trever Cumming *IDG Communications*
Noris Medina *IDC*
Pedro Hagge *IDC Brazil*

8
Divyaprabha Bhadrinarayana *IDC CCR*
Rosalind Craven *IDC U.K.*

7
Cindy Gao *IDC China*
Min-Cheol Kim *IDC Korea*
Joon Yheah Tan *IDC Singapore*
Andy Ye *IDC Taiwan*
Robin Clausen *IDG Communications*
Allyson Hughes *IDC*
Stephanie Geary *IDC*
Apolo Lopez *IDC Mexico*
Tomas Watz *IDG Sweden*

6
Imran Asif *IDC Singapore*
Prathep Thurairatnam *IT World Canada*

5
Dileep Nadimpalli *IDC India*
Anathana Padmanabha *IDC CCR*
Eric Kong *IDC Singapore*
Lisashree Mishra *IDC CCR*
Dean Cournoyer *IDG Communications*
Anja Oberniedermayr *IDG Germany*

4
Emily Taylor *IDC Canada*
Marcia Delgado *IDC Philippines*
Sean Kao *IDC Taiwan*
Steve Vaughan *IDG Communications*
Yilu Yao *IDC*
Kyle Razzano *IDC*
Brady Ryan *IDC*
Jiri Vlasak *IDC CEMA*

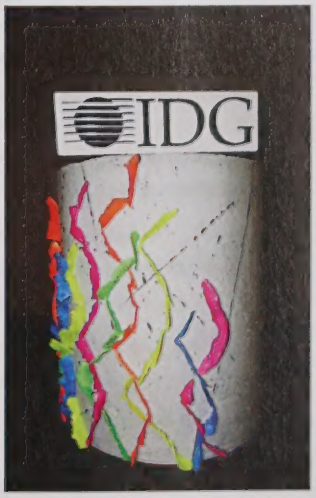
3
Prabhitha Dcruz *IDC Australia*
Meng Duan *IDC China*
Emily Zhang *IDC China*
Rebecca Baily *IDC New Zealand*
Kalvinder Gill *IDC Singapore*
Evan Collyer *IDG Corporate Services Group*
Arunas Polikaitis *IDC*
Caroline Delin *IDG Connect*
Duncan Brown *IDC U.K.*
Joyce Zhen *IDG China*

2
James Wang *IDC China*
Tony Yu *IDC China*
Cynthia Ho *IDC Hong Kong*
Mariaselvam Basil *IDC CCR*
Vijay Sarathi Gollapalli *IDC CCR*
Li Rou Chua *IDC Malaysia*
Jian Yang The *IDC Malaysia*
Anthonie Sioco *IDC Philippines*
Kar Leong Tew *IDC Singapore*
Jing Bing Zhang *IDC Singapore*
Sherry Wu *IDC Taiwan*
Rohit Chandramohan *IDC CCR*
Mary LeBaron *IDC*
Michaelene North Rizza *IDC*
Connor Haynes *IDG Connect*
Lisandra Doss Santos *IDC Brazil*
Gabriela Echavarria *IDC Mexico*
Paulina Mendoza *IDC Mexico*
Victor S.Y. Lee *IDG Korea*
Nathan Budd *IDC U.K.*
Marek Kneys *IDC CEMA*
Adeeb Shaikh *IDC Middle East and Africa*
George Nott *IDG Australia*

1
Katherine Pugat *IDC Philippines*
Auradha das Adhikari *IDC CCR*
Joe DiVerniero *IDG Communications*
Johannah Cassidy *IDG Communications*
Mandy Chan *IDC*
Diane Sampson *IDC*
Hayley Etwaroo *IDG Connect*
Juan Luis Bolaños *IDC Mexico*
Claudia Ortiz-Tallo *IDG Spain*
Nick Kirby *IDG U.K.*

IDG Australia combines 40th anniversary, employee recognition awards

IDG Australia marked 40 years in the local market with an employee-only celebration at a Sydney hotel earlier this month. Managers handed out their annual IDG Superstars awards to people from finance, editorial, events and sales who had gone above and beyond their usual responsibilities.



The colorful cake stayed true to IDG's graphic design standards.

unsunghero

Jay Park

Editor-in-chief, IT World

IDG Korea

IDG Korea Managing Director ***Katherine Park*** *nominated* ***Jay Park*** *as an Unsung Hero. "Jay is in charge of IT World editorial and oversees content creation for our Strategic Marketing Services business. I have worked with Jay for 10 years have always found him focused, dependable and consistent. Back in 2012, when we set up Strategic Marketing Services, he was willing to expand his responsibilities from media editorial to custom content. Even though it was not easy to balance both jobs, he has succeeded. He is one of key executive managers at IDG Korea."*

Primary job responsibilities
First, I am responsible for all content on itworld.co.kr. Second, I oversee all custom content production on techlibrary.co.kr, our content distribution channel, and also produce custom content. My job includes planning, reviewing, interviewing and writing for SMS. Last, I manage external vendors such as designers, translators and freelancers.

Three things I do in a day's work
- Check the IDG News Service site [idgns.com], select articles relevant to Korean readers and translate them.
- Make suggestions to the sales team for SMS proposals.
- Decide on daily headlines.

What I love most about my job
There are many things I love about my job. I have found that translation is a unique area and fascinating. (Some might disagree with this.) I believe that translation is another new creation, and it's sophisticated, delicate work; it makes me feel emotions every day. Once we tried to use a machine learning translation to support our daily work, but the result didn't come out as we expected. Translating articles properly requires you to understand the product and the market as well as considerations of nuance.

A hot-button issue I'm dealing with
Optimizing the content production process. We haven't found a nice solution yet, and we're still working on it. We are also in discussions to provide a better video content. Limited resources and expected results are always big challenges.

Jay Park lives in Seoul.

Latest accomplishment
We have been developing research services for clients, and our team recently finished two research programs on cloud and artificial intelligence.

Career highlight
Last month was my 10th anniversary at IDG Korea, and I received a gold medal for a decade of service. Ten years at one media company is not common in the Korean tech media industry. Before joining IDG in 2008, I worked at five different tech magazine companies.

Interests outside the office
Kendo, calligraphy, guitar, and car racing video games, but mostly reading.

What others can't tell just by looking at me
Nobody believes I was a literary youth.

Do you know an Unsung Hero?

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Send your nomination to world_update@idg.com.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

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CMO marks five years focused on Australian tech marketers

IDG Australia holds Invite-only event to mark the milestone, and CMO's publisher/editor talks about editorial-led programs that have made CMO a premium brand and created revenue opportunities.

SEE MORE ON PAGE 5

Also inside

Employee survey IDG Engage debuts next week

IDGC's Smart Cities video series wins award

IDG India hosts 10th ChannelWorld Premier 100

MarketingFit Workshop: data, content marketing tips

Deadline for GDPR training is June 13

IDG Board of Directors meeting held in Wuhan, site of IDC China/ Alibaba smart city initiative.

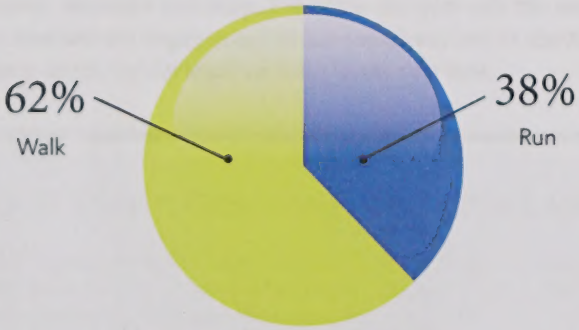
SEE MORE ON PAGE 8

IDG U.K. vs. IDG Global Solutions/ IDG Connect footballers meet up for pre-World Cup friendly.

SEE MORE ON PAGE 9

Question of the week results

Would you choose to run or walk in a 5K charity "roadrace" event?



Log on to www.idgcentral.com to vote on this week's question:

Do you plan to follow the World Cup?

CLICK HERE

Tech & Marketing News from IDG

IDG Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Time Spent with Traditional Media Drops as Mobile Internet Use Blossoms (Marketing Charts)

50 Essential Cloud Security Blogs for IT Professionals and Cloud Enthusiasts (Threat Stack)
(Note: (CIO, Computerworld, CSO and InfoWorld were all listed in the Top 20 with CSO ranking #2 overall)

How to Transfer All Your Data from an Old iPhone to a New iPhone (Macworld)

California Ballot Measure Could Become 'America's GDPR' (MarTech Today)

Worldwide Spending on Augmented and Virtual Reality to Achieve a Five-Year CAGR of 71.6% by 2022 (IDC)

The IDG Employee Survey is back — and better than ever! Introducing the IDG Engage Survey

IDG Training & Development, IDG Communications Human Resources, IDG Corporate HR Services and IDC Human Resources have collaborated on a company-wide employee survey that will be available on June 13.

We are pleased to announce that the employee survey will return to IDG in 2018. For over 30 years, the employee survey has been an important part of IDG's history. IDG's commitment to and belief in the survey process and outcomes are key elements that have helped shape and define our overall culture. Just as in past years, all employees worldwide will participate in the employee survey.

Please see below for more information on the 2018 survey, including what makes this year's survey different from years past. We are eager to engage with and hear from employees throughout the new survey process.

Q Why has the employee survey evolved from a satisfaction survey to an engagement survey?

A In the past, our employee surveys have measured employee satisfaction. This year, we have partnered with an external survey vendor, Quantum Workplace, to modernize the survey experience and survey questions. The new survey, which has been named IDG Engage, will still measure satisfaction but will also measure employee engagement.

Studies have shown that an engaged employee population not only benefits individual employees but also the overall organization. Employee engagement affects just about every important element of an organization — profitability, client experience, talent acquisition, brand presence, market share, workplace experience, retention and more. Therefore, our goal with this survey is to measure the engagement of our employees and to identify areas in which we can improve these levels over time.

Q Why is the survey important to IDG?

A We have always valued the opportunity to hear from employees. When we have an understanding of how employees view their work experience, we have an opportunity to continue to do things that work, put a halt to things that might not be working and create an environment for a perpetual state of improvement.

Q Is the survey anonymous?

A Yes, responses to the survey questions are anonymous. As mentioned above, the survey process is managed by our new external survey provider, Quantum Workplace. Quantum Workplace administers the survey, and all individual responses are entered directly into their system. They tabulate the survey results and provide summary data back to IDG and IDC. Employees are organized by manager and department groups. IDG and IDC leadership, managers and employees only see summarized data. Responses are not reported or identified by individual. Survey data is provided only for groups with more than five respondents. If a group has fewer than five respondents, that data is rolled up to the next level manager grouping.

Q What is the 2018 survey timeline?

June 13: A link to the survey, along with detailed instructions, will be sent to you by Quantum Workplace.
June 27: Survey closes.
September – November: Departments work together to formulate action plans. ■

IDGC's Smart Cities series wins video award

IDG Communications' four-part Smart Cities video series, published in early 2017, has won a bronze Telly Award in the Online Series/Webseries/Documentary category.

In the series, former Computerworld Senior Editor Matt Hamblen visited Montreal, New York, Barcelona and Singapore to talk with local experts and citizens about the impact of smart technologies. B2B Video Director and Editor **Christopher Hebert** and B2C Video Director and Editor **Dan Masaoka** were part of the on-location crew.

Established in 1979, the Telly Awards showcase the best work created within television and across video, for all screens. The most recent competition drew 12,000 entries from advertising agencies, television stations, production companies and publishers from all 50 U.S. states and five continents.

Smart Cities: Singapore (13:05)

Read the IDG World Update article on the series here.

Premier 100 Symposium & Awards informs, celebrates India's channel community

IDG India held the 10th edition of its ChannelWorld Premier100 Symposium and Awards on May 18 at the upscale hotel Taj Surajkund outside Delhi. The event provides a platform for India's enterprise solution providers to enhance their knowledge, take their businesses to the next level and network with colleagues and the industry's leading vendors. As just one indicator of how highly regarded the event is within the channel community, 97 out of the 100 winning companies were represented by their top executive.

Google Cloud was the title partner for this year's event, with additional special awards support from Dell EMC and Nutanix; and symposium support from Netmagic Solutions (a NTT Communications company), STTelemedia Global Datacenters, Sophos, D-Link and F-Secure.

The symposium portion of the program covered various aspects of technology, leadership and management of India's leading channel companies and the technology OEMs around the theme "Next Leap for Future-Ready Channels." Industry speakers included K Vaitheeswaran, serial entrepreneur and author known as father of e-com industry; Dr.Charru Malhotra, associate professor, Indian Institute of Public Administration; and Sivarama Krishnan, senior partner in the advisory line of business and the cyber leader at PwC, India.

The awards recognize the systems integrators, value-added resellers and independent software vendors that have demonstrated a futuristic business roadmap and technology blueprint to drive digital transformation across their customer organizations, said IDG India Executive Editor **Yogesh Gupta**, who presided over the awards ceremony.

*IDG India's Premier 100 team included (back, l-r): Audience Development Executive **Vernon Camilo, Sr.**, Senior Correspondent **Soumik Ghosh**, Marketing Manager **Brijesh Saxena**, Executive Editor **Yogesh Gupta** and Principal Correspondent **Vaishnavi Desai**. (Front, l-r): Program Director **Rupesh Sreedharan**, Management Trainee **Prajwal MS**, Account Manager/Sales **Pavitra Sharma**, Assistant Manager/Marketing **Cleanne Serrao**, Management Trainee **Disha Sedani**, Executive Editor **Shantheri Mallaya** and Correspondent **Mansi Joshi**.*

"This year's award theme, Imaginative 100, reflected the emerging role of leading IT enterprise channel partners in making paradigm changes to their own business as well as their customers' to adjust to the new technology and business landscape of cloud, mobility, big data, artificial intelligence, SDx [software-defined everything] and IoT, to name a few," he said.

Gupta began the program with an overview of "The State of the Channels: 2018" based on IDG India's recent surveys of CIOs and the channel reader audience.

Ten companies were inducted into the Premier 100 Hall of Fame for winning the Premier 100 Award four times — including in 2018 — and demonstrating consistent growth. Dell EMC sponsored the hall of fame, and Anil Sethi, VP & GM/Channels at Dell EMC India, presented the awards.

The program featured a new award category, "Hyperconverged Infrastructure (HCI)," powered by Nutanix. Five channel companies that displayed exceptional growth in HCI technology over the past year received HCI awards from Amarish Karnik, director, General Business and Partners, Nutanix India.

Write to Yogesh Gupta. ■

Onsite blog captures highlights

This is the first time that live blogging was done at Premier100 Awards & Symposium. The tone was a combination of formal and informal coverage of the symposium sessions as well as updates about award winners' photoshoots, Twitter contests and other activities. Three key takeaways from each session were summarized along with live photos plugged in. Videos and tweets were embedded and the blog was promoted on the homepage of ChannelWorld India website for the duration of the event. The blog was also promoted on social and IDG India newsletters.

—Yogesh Gupta

IDGC Sales, Marketing and SMS collaborate to create client-focused MarketingFit Workshop

IDG Communications hosted its first MarketingFit Workshop on May 17 for tech marketers to learn how to create effective content and evaluate their strategies for engaging tech decision makers. MarketingFit is the name of IDGC's monthly newsletter with marketing and media insights for tech marketers.

For IDGC, the workshop was created to drive revenue growth with the following business goals:

- Showcase IDG as a consultative partner by educating clients on emerging media and marketing trends.
- Build an environment where sales can strengthen client relationships pre-, during- and post-event, keeping IDG top of mind and increasing engagement with clients.
- Reduce time sales is spending educating individual clients so more focus can be on consultative selling.

A collaborative effort between marketing, sales and the featured IDG Strategic Marketing Services content experts, the workshop went from concept to reality in 12 weeks and could serve as a model for other countries, said Director of Marketing **Lynn Holmlund**, the workshop's project manager.

The half-day morning program in Waltham, Mass., had two tracks. For content marketing, Senior Director, Program Architecture **Matt Naffah** and Global Content Director, Strategic Marketing Services **Rob O'Regan** talked about building a content framework so that material resonates with customers and prospects and reviewed success stories.

For the data targeting focus, SVP, Data Strategy **Neil Glass** and Director, Insights and Performance Marketing **Gordon Plutsky** defined the different kinds of data, using data to target prospects and how to listen to prospects and use a variety of platforms to engage with them.

All four speakers developed worksheets, which were edited and designed by the marketing staff, for attendees to take back to their offices.

Organizers were pleased with the turnout, and the 39 attendees took advantage of the Q&A time to have extended interactions with the speakers. 93% of participants said they would recommend the event to colleagues.

"This first workshop was a huge success for sales," said IDG Communications SVP/Sales **Julie Ekstrom**.

*(L-R): **Matt Naffah, Rob O'Regan** and Group VP/Client Solutions **Jason Tenenbown** field questions from attendees.*

"Not only did we exceed expectations on attendance, but we had several clients express their gratitude for the content. The format provided a great opportunity to chat with clients, in a more intimate setting by comparison to some of our larger events. We had several clients send follow up emails thanking us for the value they garnered from the content."

In the weeks prior to the event Marketing Specialist **Alex Kastrinelis** worked on attendee recruitment with assistance from the Growth/Core/Corporate Sales staff, and handled onsite registration; and Marketing Specialist **Courtney Crouse** built the website.

The workshop followed the CSO Research breakfast format, which had worked well for the sales group in the past. However, since the MarketingFit Workshop was a new concept and the topics so important to sales, organizers held a dry run for the sales team in Framingham, Mass., and remote staff could dial in. The speakers went through their presentations, and sales asked questions.

"This was a great opportunity to make the sales team more comfortable with the conversation so they knew what to expect when a client followed up after the event," Holmlund said. "The practice session also provided some feedback for the presenters, which was incorporated into the decks."

The next event will be held in Palo Alto, Calif., on June 26 with a similar agenda.

Write to Lynn Holmlund. ■

CMO marks five years focused on Australian marketers

IDG Australia marked the fifth anniversary of its CMO brand with an invite-only event for leading Australian marketers in Sydney on May 23.

The afternoon networking event kicked off with a keynote from CMO Publisher and Editor **Nadia Cameron**, who shared five key trends impacting the marketing leader's role and how marketing has evolved as a corporate growth engine over the last five years.

Nadia Cameron

Guests were then treated to first-hand accounts in a panel discussion featuring Australian marketing leaders from Uber, Tourism Australia, the Australian Sports Commission and event sponsor, Salesforce. Each shared their experience of the changing role of the CMO and how they're transforming the marketing function as well as their leadership approach as customer experience (CX) and brand custodians.

The event also gave Australia's marketing and CX leaders the opportunity to network with their peers.

*The panel at CMO's anniversary event featured (l-r): CMO's **Nadia Cameron**, Tourism Australia's **Lisa Ronson**, Australian Sports Commission's **Louise Eyres**, Uber's **Steve Brennen** and Salesforce's **Derek Laney**.*

CMO has been a growing contributor to IDG Australia's coffers, especially over the past year. Year-to-date (October through May), CMO revenue has more than doubled. Almost half the revenue increase has gone straight to the bottom line, with profit up by more than AUD$100K. ■

A look at CMO's editorial-led revenue strategies

IDG World Update asked Publisher and Editor Nadia Cameron for some insight into CMO's achievements.

How would you summarize what drives CMO's success?

The key to CMO's commercial success has been delivering highly integrated, editorial-led programs allowing our commercial partners to leverage the editorial and analytical quality, credibility and integrity of the CMO brand, while taking advantage of various touchpoints to engage with CMO's audience.

What makes CMO distinctive in the local market?

In order to cut through a crowded media and events space, CMO provides in-depth, unique thought leadership content that focuses on two main streams: The role of the marketer as business and customer leader; and how to better use technology and data to not only acquire new customers, but increasingly engage them across the customer lifecycle. Through this content, we have built a reputation for being the CMO's champion. We're now seen as a brand that provides constructive insights, allowing marketers to not only do their jobs better, but improve their c-suite and professional clout as a result.

This, in turn, has enabled CMO to extend out from a traditional media offering to providing a platform for marketing leaders to access knowledge online and in-person, not only through our own stories and event content, but also via our ability to bring marketing leaders together with their peers through various event and meeting formats.

What are a few CMO revenue-generating initiatives?

Several editorial-led programs have not only cemented CMO's position as a premium media brand in Australia, but also opened up significant revenue generation opportunities. These are:

CMO50. This annual program, now in its fourth year, recognizes Australia's 50 most innovative and effec-

continued on page 6

continued from page 5

CMO

tive marketing leaders. The editorial-led initiative has grown from an editorial 'feature' to now include a highly prestigious annual gala dinner event with more than 100 invite-only attendees, the cream of Australia's marketing crop. Importantly, it has cemented our position with CMOs and as the CMO's champion across the industry.

The CMO50 is sold under a sole sponsorship model. Adobe came on board in 2016 and has signed up for the third consecutive year in 2018. Over the three years of sponsorship, we've increased the overall value of the agreement and incorporate fresh elements each year. For example, in 2017, we held a live webinar featuring CMO50 listees; in 2018, the program will incorporate a breakfast Q&A event before our full-day CMO Momentum conference program in Sydney. To further extend our reach and thought leadership impact, I also participate as a moderator in Adobe's own local digital marketing event.

The CMO CX section. Launched in November 2017, this dedicated editorial section focuses on customer experience delivery improvement. The section is broken into three key types of content: strategy, people and measurement. The site also features a CX assessment tool, devised and created by the CMO editorial team, in partnership with our dev team and sponsor, the CX vendor InMoment. This tool allows registered site visitors to rate their CX maturity using seven key pillars of CX excellence.

The launch was funded through an integrated six-month program with InMoment. The sponsor gains access to a combination of editorial and commercial assets exclusively, incorporating site section launch and branding; assessment tool; digital ad inventory, a custom breakfast event in Melbourne for 50 attendees; and a webinar.

State of the CMO research. This editorial-based research program provides a benchmark around the role of marketing and extent of technology and corporate influence. In its first year in 2017, State of the CMO was positioned as part of an integrated sponsorship program with Bold360. This initial deal incorporated headline sponsorship, a print ad alongside our report of the findings, branding and promotion via our gated editorial whitepaper asset, and sole ownership of digital ad collateral around the State of the CMO offering. In 2018, Bold360 has again taken up the sponsorship opportunity at double the original price point, with a broader package including additional digital and print elements and sponsorship of our annual conference.

*The CMO team (l-r): Marketing and Events Manager **Sarah Ieroianni**, Senior Journalist **Vanessa Mitchell**, IDG Enterprise President **Barbara Simon**, CMO Publisher and Editor **Nadia Cameron**, Events Coordinator **Jessika Fisher** and Account Director **Paul Sallesi**.*

CMO Momentum. This annual event debuted in 2017 as a dedicated conference for client-side brand CMOs and marketing leaders in Australia. It was also the first paid-for/ticketed event for our enterprise business. The conference gives us the ability to offer many tiered sponsorship opportunities, from top-tier platinum exposure and speaking opportunities on stage, through to stream and interactive networking table sponsorships. We broke even with 120 attendees last year and expect to increase revenue by 30% at the July 4 in Sydney.

What other unique revenue initiatives have you tried?

We've also been able to build further commercial opportunity through joint research programs that are editorially led. A recent example was undertaken with Capgemini, entitled Australia's Digital Marketing and Customer Experience Maturity. This not only gave us the ability to undertake valuable research for our readers, it offered up significant commercial opportunity, from production of the research whitepaper to associated roundtable events.

Write to Nadia Cameron. ■

noteworthypeople

Promotions

IDC East Africa Research Analyst **Andrew Kirui** has been promoted to senior research analyst. "The most important factor that led me to propose his promotion was the accuracy of the data he reflected, even though the PC and tablet sector has numerous data points to work on," said Senior Research Manager **Fouad Charakla**. "Andrew has a great can-do attitude and is very diligent in his work. I have confidence that he will continue to grow and support our business in East Africa and Africa," said his new manager, Director/Telecoms & IoT **George Kalebaila**. akirui@idc.com

Kiuri

Stephen Wang has been named managing director of **IDG Tech Network** in China, which he launched in 2014 with former colleague William Xu. Prior to joining IDG in 2014, Stephen spent four years as executive director and COO of Softbank Investment Japan and Hong Kong. TN China currently has 120 million page views daily, a good relationship with China's main Internet medias as well as with clients, and is considered to be the sixth largest network in China. "Stephen knows how to manage a network this size, and he has a clear understanding how we can expand this business in China," said IDG Communications International President **York von Heimburg**. "Stephen has an awesome network of relevant marketing guys, and he is a strong and highly motivated sales leader." stephen_wang@idg.com.cn

Wang

New employees

IDC Senior Client Services Representative **Luis Turrubiartes**, based in San Mateo, Calif., was most recently multi-store manager of asset protection for Macy's. He has a B.B.A. in international business from San Francisco State University. An amateur drone pilot, Luis enjoys photography and travel; he's currently working on trying to visit every country in South America. lturrubiartes@idc.com

Turrubiartes

IDC Framingham welcomes DevOps Research Director **Jim Mercer**. Previously an independent consultant, he had been a senior advisor at Progress Software. He has an A.S. in computer science from Dean College in Franklin, Mass., and a B.S. in business from Lesley University in Boston. Jim enjoys the outdoors, especially kayaking and fishing, and was once an ASE certified auto mechanic. jmercer@idc.com

Mercer

Also in Framingham, Business Development Representative **Stephen McCluskey** joins **IDC** from Groe Advisors, where he was a technical recruiter. He has a B.S. in marketing with a focus on professional sales from Plymouth State University in Plymouth, N.H. Stephen enjoys surfing, snowboarding and fishing. smccluskey@idc.com

McCluskey

Returning employees

Most recently a freelance journalist, Senior Editor **Michael Cooney** is back at **IDG Communications** on the networking beat. He first joined IDG in 1992 and spent 25 years at Network World. Michael coaches football and Little League baseball in Upton, Mass. michael_cooney@idg.com

Cooney

GDPR Awareness Program deadline for IDG Communications, CSG is June 13

All IDG Corporate Services Group and IDG Communications employees globally must complete the General Data Protection Regulation requirements listed below by June 13. Employee participation is being tracked, and if an individual does not meet the deadline, there will be a follow-up notice to the individual and manager until the GDPR training and awareness responsibilities are fulfilled.

IDG Central GDPR Knowledge Center
This section of IDG Central contains all of the GDPR-related information mentioned below. Check back often for updates. Click here to be taken to the IDG Central page.

IDG Communications/CSG Global GDPR Awareness Program
Everything below is mandatory for IDG Communications and IDG Corporate Services Group employees to review, read and/or watch by June 13:

- IT Security Policy.
- Data Security Leaflet.
- Data Security Leaflet Annex.
- DG Security Smart Training. If you are a U.S. employee, you do not need to retake this training now. If you are an employee outside of the U.S, you should have received an email invitation from "Mindflash" to complete this training.
- GDPR General Awareness Training. In addition to the IDG Security Smart Training program, all employees will be required to take GDPR general awareness training courses. All employees should have received an email invitation from "Mindflash" to complete these trainings by 13 June.
- GDPR Experts Videos.
- GDPR Quick Reference Document.
- Internal GDPR Representatives.
- GDPR Acknowledgement Form.

In addition to all of the information above, IDG Marketing has created a variety of marketing collateral. While this isn't mandatory for all employees to review, employees are encouraged to review these marketing materials to understand what messaging to clients, IDG's competitive advantage is, and more. In addition to IDG's external GDPR page, there are social images, videos, Powerpoint slides and more on IDG Central here.

IDG Communications business units outside the U.S. will be notified after June 13 regarding the process for sending updates on new hires and terminations to ensure that all employees will be trained in a timely manner on GDPR. ■

GDPR Training Stats (US and Int'l, as of June 6)

- 378 employees completed the training and signed the acknowledgement form.
- 136 employees have started the training but have not completed it.
- 518 employees have not started the training.

anniversaries

Congratulations to the following employees who are celebrating anniversaries June 1-10.

38
Matt Smith *IDG Communications*

32
John Robison
IDG Corporate Services Group

31
Susanne Kratoschka *IDG Germany*

30
Deb Vozikis *IDG Communications*

23
Mette Ahorlu *IDC Nordic/Denmark*

22
Kit Gould *IDG U.K and IDG Sweden*

21
Wafa Moussavi-Amin *IDC Germany*

20
Gideon Lopez *IDC Israel*

19
Stephane Krawczyk *IDC France*
Shunsuke Murahashi *IDC Japan*

18
Mark Savery *IDG Communications*
Chris Barnard *IDC Benelux*
Panagiotis Kolokythas *IDG Germany*

17
Mel Manasan *IT World Canada*

16
Jan Larsen *IDC Nordic/Denmark*
Ingo Staehle *IDC Germany*

14
Suzanne Denton *IDC*
Margaret Margossian *IDC*
Elizabeth Enriquez *IDC Mexico*
Alexander Alexandrov *IDC Russia*

13
Ryan Patterson *IDC*
Miguel Palomero *IDG Spain*
Christina Pasla *IDC Romania*

12
Abigail Swabey *IDG Australia*
Eddy Kim *IDG Korea*

11
Desere Cowin *IT World Canada*
Rene Schmöl *IDG Germany*

10
Emily Hart *IDG Communications*
Rogier Warnink *IDG Benelux*
Hyuna Kim *IDG Korea*
Francisco Jeronimo *IDC U.K.*
Marta Munoz *IDC Spain*
Mohamed Hefny *IDC CEMA*

8
Lise Fracalossi *IDG Communications*
Joan Joly *IDG Communications*
Kat Neal *IDG U.K.*
Jennifer O'Brien *IDG Australia*
Catherine Bacon *IDG Australia*

7
Kim Pisano *IDG Communications*
Burhan Dzeladini *IDG Germany*

6
Matthew Vickers
IDG Connect International

5
Yesim Arac Ozturk *IDC Turkey*

4
Jennifer Appleton *IDG Communications*
Mark Erian *IDG Communications*
Iracema Fuentes *IDC Mexico*
Petr Strnad *IDC CEMA*
Kacper Derewonko *IDC Poland*

3
Cheryl Barrett *IDG Communications*
Adam Patrick Murray
IDG Communications
Kelley Au *IDG Communications*
Rachel Kusz
IDG Corporate Services Group
Samar Kidwar *IDG Connect International*
Osamu Ando *IDC Japan*
René Kriessan *IDG Germany*

2
Brittany Schilling *IDG Communications*
Matt Naffah *IDG Communications*
Craig Salk *IDC*
Fernanda Dias *IDC Brazil*
Alfredo Magan *IDC Peru*
Ondrej Mosna *IDC CEMA*
James Henderson *IDG Australia*
Elzbieta Olszewska *IDG Poland*
Isabelle Brodesser *IDG Germany*

1
Arnal Dayaratna *IDC*
Victor Dos Passos *IDC Brazil*
Remy Bloem *IDC Benelux*
Robert Guerain *IDC Benelux*
Vlastimil Peksa *IDC CEMA*
Radek Chromik *IDC CEMA*
Alexandra Rotaru *IDC Romania*
Thomas Bauer *IDG Germany*
Sebastian Stürzl *IDG Germany*

IDG board meeting held in Wuhan, site of smart city project

The IDG Board of Directors held its May 17 board meeting in Wuhan, one of China's most populous cities located in the central region of the country. Chaired by IDG President **Brett Liu**, the meeting included sub-committee reports followed by first-half FY18 reports and forecasts from IDC President & CEO **Kirk Campbell**, IDG Communications President **Kumaran Ramanathan** and VP/IDG Corporate Services Group **Donna Marr**. Liu recognized each for their efforts and contributions over the past six months and talked about future expectations, encouraging the IDG management teams to keep up the good work and bring IDG to the next level.

The day before the board meeting, the group visited Wuhan's Central Business District (CBD). Wuhan CBD Investment & Development Co., Ltd., a subsidiary of China Oceanwide, is developing the Wuhan CBD project, which includes office buildings, an international exhibition center, five-star hotels, a shopping center and other facilities. IDC China and Alibaba are providing consulting and technical services to the Wuhan CBD smart city project.

Write to Nan Ji.

*IDG board members and guests liked what they saw in Wuhan. (L-R): **Lifeng Wu**, president, Wuhan CBD Investment & Development Co., Ltd; **Yanni Qui**, investment director, International Business Development Dept., China Oceanwide; **Xiaobin Qian**, engineering director, Wuhan CBD Investment & Development Co., Ltd.; **Ruigang Wu**, marketing director, Wuhan CBD Investment & Development Co., Ltd.; **Donna Marr**, VP, IDG Corporate Services Group; **Brett Liu**, president and board member, IDG; **Walter Boyd**, board member and former IDG executive; **Jeffrey Rayport**, board member and Harvard Business School lecturer; **Kumaran Ramanathan**, president, IDG Communications; **Kirk Campbell**, president & CEO, IDC; **Owen Wang**, board member and board secretary, IDG; **Bin Wu**, associate director, International Business Development Dept., China Oceanwide.*

IDG Communications U.K. squads square off on the pitch

Having survived his extracurricular role as referee for the recent London-area intracompany football match, VP/International Finance ***Toby Hurlstone*** *authored this recap of the competition.*

Just days away from the 2018 FIFA World Cup, football fever appears to have gripped IDG in the U.K. Not quite the hallowed turf of Wembley, but the unhallowed astroturf of Shoreditch saw a team from IDG U.K. take on opponents from IDG Global Solutions/IDG Connect (Kings Cross Wanderers v Staines Athletic) in a seven-a-side match — a great kick-off to the World Cup month.

Football — soccer to some — is of course the beautiful game, and this match very much lived up to that billing, as it was hotly contested, played at pace and with great skill, but it also played with great spirit and sportsmanship. The referee kept red and yellow cards firmly in his pocket.

IDG U.K. were first to break the deadlock mid-way through the first half with a well struck penalty from **Matt Hislop**, but this was soon cancelled out by a neat finish from IDG Connect's **Conor O'Brien**. Both goalkeepers were kept busy and made a string of terrific saves to keep the scores down. However Hislop swooped to power home a second for IDK U.K. just before the break to give IDG U.K. a narrow half-time advantage. A thrilling second half beckoned.

The first talking point of the second half saw the game's most controversial moment when the inexperienced referee made an unclear call from which it appeared IGS/Connect had grabbed an equaliser. However play was brought back and the goal disallowed; the referee was grateful to **Jack Phillips**, the IGS/Connect skipper for his very sportsmanlike handling of this momentary debacle.

The incident appeared to fire up a now vociferous and partisan crowd. IDG U.K., whilst not technically 'at home', were much closer to home, and a good crowd turned out to watch this gladiatorial footballing contest. With the crowd now an effective eighth man for IDG U.K. and with a little fatigue setting in to the numerically disadvantaged IGS/Connect squad, thumping goals from Hislop (completing his hat-trick and confirming his complete disinterest in any defensive duties!) and **Doug Drinkwater** made victory for IDG U.K. inevitable.

In the same good spirit the game was played in, both captains were effusive in their praise of both teams, for the effort IGS/Connect had made to get over to the Eastern climes of Shoreditch on a Friday evening, and for the referee's performance (although this may be have had more to do with the fact he picked up the bar tab after the game?!).

IGS/Connect skipper Jack Phillips (Cap'n Jack) said "It was a truly enjoyable evening. It's what football is all about; a bunch of guys (ladies play too of course!) playing a match in central London, followed up with a few laughs over a few beers. Despite our loss, I was really proud of the boys giving their all in a competitive but exciting game.

TOBY HURLSTONE

IDG U.K. in white shirts; IGS/Connect in orange bibs (GK in black top right).)(Back, l-r): ***Richard Bailey, Laurence Saleh, Richard Wills, Nick Kerby, Scott Carey, Henry Burrell, Matthew Hislop, Doug Drinkwater*** *and IGS.Connect goalkeeper* ***James Lee****. (Front, l-r):* ***Daniel Hillsdon, Dean Geary, Chris Whitehouse, Franco Spinelli, Matt Egan, Jack Phillips, Conor O'Brien, Dan Swinhoe*** *and* ***Alex Wylie****.*

"Big congratulations to the IDG U.K. team that claimed a well-deserved victory. On a different day, the scoreline may have been closer. [I hope they appreciated my fine act of sportsmanship!] As the saying goes, 'the battle has been lost but the war has just begun.' A second leg is definitely on the cards and with us having an away goal, we may have a chance of winning overall!"

Final word goes to IDG U.K.'s match winning captain Matt Hislop: "Firstly, a huge thank you to everyone that came down to watch and support both teams. Well done to IDG U.K. for winning the game, I don't want to pick out individual performances [modesty here from the four-goal hero!] as it really was a fantastic team effort and everyone had a part to play in the victory. It was a well-deserved win achieved by hard work, good professionalism and quality at both ends of the pitch. Well done, lads!

In the end the score line flattered us as IGS/Connect played very well and had a lot of very good players across the board. I'd like to thank them for making the trip into London for the game, it was a fantastic contest."

Stay tuned, folks — there's a lot more football to be played before this one is over! ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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» RESOURCES FOR GDPR TRAINING AND INFORMATION ARE ON IDG CENTRAL

IDG World Update
EMPLOYEE NEWS AND INFORMATION
30 MAY 2018 | VOLUME 48, NUMBER 12 | WWW.IDGCENTRAL.COM

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IDG U.K. uses proven strategies for new French, Spanish B2C sites

The editorial team has been using its experience with data-driven content strategy to launch French- and Spanish-language consumer sites from its London office.

SEE MORE ON PAGE 4

Also inside

Channel Asia brand launches in Singapore
IDG Communications meets French partner ITfacto
Q&A: IDC Israel Country Manager Gideon Lopez
IDG Benelux is Best Publisher in the Netherlands
China Oceanwide twice on China Philanthropy List

IDG Communications runners support local organizations through Framingham 5K race.

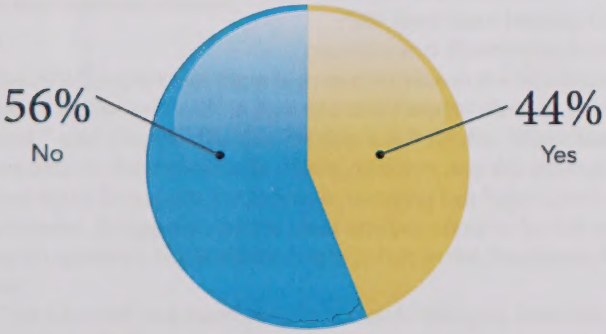
SEE MORE ON PAGE 7

Ribbon-cutting ceremony and Chinese traditions mark opening of IDC China's new office.

SEE MORE ON PAGE 8

Question of the week results

Have you ever had hand, wrist or finger problems due to tech devices?



Log on to www.idgcentral.com to vote on this week's question:

Would you choose to run or walk in a 5K charity "roadrace" event?

CLICK HERE

Smart City Awards debut in Dubai

IDC MEA hosted the first edition of the Middle East Smart City Awards in Dubai on May 1 to honor the region's most innovative ICT-enabled Smart City projects and initiatives. More than 80 nominations from 40 companies entered the competition across 10 separate award categories. Entries came from the United Arab Emirates, Saudi Arabia, Egypt and Kuwait. IDC's Global VP/Government Insights & Smart Cities Ruthbea Yesner (third from left) delivered the keynote, and a panel discussion with end users focused on building cities of the future through collaborative innovation.

Channel Asia brand debuts in Singapore with two events

*Channel Division Editorial Director **James Henderson** (right) interviewed Patrick Aronson of Westcon-Comstor.*

IDG Australia has launched a new brand, Channel Asia, for resellers, distributors and vendors across Southeast Asia. Leveraging the company's more than 25 years of experience in the tech channel market, Channel Asia will inform readers and marketers through digital content, industry events and awards, as well as content and database services, research programs and lead generation.

*Channel Division President & Publisher **Susan Searle** welcomed attendees.*

The Channel Asia Launch Event on May 10 in Singapore celebrated the new brand with the support of 18 sponsors who helped fund the event and provided content through panel discussions hosted by Channel Division Editorial Director **James Henderson**. The standing-room only event drew 165 attendees

The next day, a single sponsor, Storagecraft, co-hosted resellers at Channel Asia Connect, which Channel Asia hosted and organized for 42 attendees.

"We have been hearing from vendors and distributors throughout the APAC region that there is a need to extend the information services we offer with ARN in Australia and Reseller News in New Zealand," said Channel Division President & Publisher **Susan Searle**. "There was no channel-specific media platform, and the channel community in Singapore, for example, is strong but fragmented and not cohesive. Singapore was the most obvious place to launch as it is English speaking and is the technology hub in the Southeast Asian region."

The Channel Asia team aims to launch in Malaysia later this year, with plans for further expansion in 2019.

Write to Susan Searle and James Henderson. ■

Stay up to date on all things IDG by following the company's corporate social media accounts. For IDG Communications, go to Twitter, Facebook and LinkedIn. Follow IDC on Twitter, Facebook and LinkedIn. Share and retweet!

IDG Communications welcomes French media partner ITfacto

*(L-R): ITfacto Sales Manager Jann Matejka, IDGC VP/International Finance **Keith Arnot**, IDG Global Solutions President **Neil Michael**, IDG Communications President **Kumaran Ramanathan**, ITfacto Director General **Nicolas Beaumont** and IT News Info Director General **Jean Royné**.*

IDG Communications executives met with the company's new French media partner in London on May 2. The meeting gave all parties a valuable opportunity to learn about each other's strengths and capabilities and discuss methods of collaboration to boost IDGCs presence within the French market.

The new partner, ITfacto, is a Paris-based B2B lead-gen company that works exclusively in the French market. It recently purchased the majority shares of IT News Info, a joint venture company that IDGC has co-owned for more than 10 years and in which it continues to maintain a 25% share. IT News Info produces CIO and several other IT media brands that it has published for almost 40 years.

"Joining with IT News Info makes it possible for our 95 lead management and performance marketing specialists to be very close to our clients and to propose any type of customized services, especially in complex sales cycles environments," said ITfacto Director General **Nicolas Beaumont**. "This IDG partnership is a unique opportunity to learn about international trends in B2B marketing. It will enable our sales team to respond to our clients who are expecting European or international programs. Most of all, we've been very receptive to the leadgen culture, the powerful positioning approach and the support that IDG management gives us."

"I very much look forward to working in partnership with ITfacto and am extremely impressed with their capabilities and approach," said IDG Communications President **Kumaran Ramanathan**. "Nicolas and his team have the knowledge, drive and innovative mindset that are an ideal fit for IDGC. The spirit of our new relationship will strengthen the presence of both parties from both a local and international level."

Write to Kumaran Ramanathan. ■

IDG Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here.

OneonOne

Gideon Lopez

IDC Israel

The country manager of IDC Israel is this week's columnist. Reach him at glopez@idc.com.

"In a world where disruption is the new norm and our clients' interaction with their clients is digitally transformed, IDC's challenge is to continuously adapt to shifting sands while not forgetting our core corporate values."

Q How long has IDC been in Israel, and how has it grown over the years?

A IDC has operated in Israel since 1995, initially by a licensee and from 2005 as a full subsidiary. I joined the company in 1998 to replace the then sole analyst. In those early years, IDC was one all-encompassing analyst sitting across from one sales person in a closed off balcony in a quiet Tel Aviv neighborhood. Currently, IDC in Israel has eight employees, of which six are analysts.

Q Who are IDC's main competitors locally, and how does IDC try to be distinctive in the market?

A As elsewhere, Gartner is the main multinational research competitor operating in much the same markets as IDC with a strong emphasis on enterprise end-users, where IDC is a relative new kid on the block. There is another local consulting firm that competes with us in the end-user markets. IDC enjoys several distinct advantages starting off with our traditional unequalled data services. We have always made the point that sound business decisions need to be based on sound market intelligence. Join this to massive geographical and technology coverage, deep local understanding of the entire ICT ecosystem, and complete it with a very wide range of consulting services, and we have the most comprehensive offering in the country.

But competition is rarely against another supplier; more often than not it's about competing with corporate culture and line-of-business politics. It is about making a compelling business case to those with the money to spend. We continuously find ourselves battling other client intelligence and marketing challenges to achieve a good place in the prioritization process. In a world where disruption is the new norm and our clients' interaction with their clients is digitally transformed, IDC's challenge is to continuously adapt to shifting sands while not forgetting our core corporate values.

Q Can you provide an overview of Israel's tech market? What areas are seeing the biggest growth?

A Looking at IT in the context of the overall economy, IT workers represent just 6% of the Israeli workforce, but the IT sector is responsible for around 11% of the country's GDP and nearly 20% of its exports. It became clear back in the 1990s that IT would be the backbone of the Israeli economy for decades to come. The local high-tech industry is often described as Israel's primary economic growth engine. Although the products of this sector are not always IT in the strictest sense, they are always highly IT dependent, relying heavily on research and development and incorporating cutting-edge technologies. With defense, academia, innovation and traditional IT creating constant supply and demand for a plethora of IT professionals, technology ecosystems now pervade all facets of employment and business. This creates a huge opportunity for IDC as the development, global sales and marketing, and selection and deployment of technologies requires more intelligence and content services than ever before. IDC's clients in Israel span the full breadth of its tech economy ranging from multinationals operating in Israel, local startups making their first steps on the global tech stage, large Israeli tech companies looking to plan ahead and perfect their marketing message and local ICT companies looking to understand their domestic business ecosystem.

Q Where in the country are the "tech hot spots" in terms of important tech companies and start-ups?

A Israel specializes in a wide range of technology spheres including agritech, cybersecurity, digital health, industry 4.0, fintech, watertech and defense. Across these fields much work is done around deep learning and other innovation drivers, making Israel a magnet for multinational tech companies wanting to leverage local professional skills by opening R&D centers. Although most tech activity in Israel centers around the main business hubs in Tel Aviv and adjacent cities, government incentives are attracting companies to set up shop in the periphery. Both our research and business development efforts are aimed at the traditional ICT domestic markets as well as the huge high-tech sector with its completely different set of needs and requirements.

Q What does IDC Israel's events business look like?

A The tech event scene in Israel is very crowded and dominated by one major organizer. Given the large supply of events and the limited participation (people need to work as well), it is rarely

continued on page 7

IDGC uses performance data, proven strategies for new French and Spanish B2C sites

For the past year, IDG U.K.'s editorial team has been using its experience with data-driven content strategy to launch French- and Spanish-language consumer sites from its London office. Tech Advisor France, PCWorld Spain and Macworld Spain have been growing rapidly, offering inventory for IDG Global Solutions and delivering media, third-party and ecommerce revenue.

The initiative began when the team recognized similarities between top-performing content for the IDGC's consumer publications in the U.K., the U.S,. Germany and Sweden. At last count all four business units saw seven of their top 10 stories — measured for revenue and audience — serving the same audience needs.

"This performance data is nice to have when shared between those four teams, as it allows us to understand where we haven't created a story that is likely to be a winner," said IDG U.K. & U.S. Editorial Director **Matt Egan**. "But it's game-changing when we can use it to break into new markets. It's reasonable to presume that what matters to folks in four markets will matter to people elsewhere."

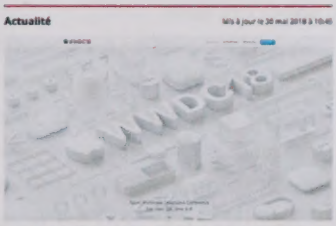
Soon thereafter, Egan and IDG U.S. & U.K. Publishing Director **Simon Jary** set out to launch a French-language version of IDG U.K.'s Tech Advisor site, which targets buyers of all experience levels across the whole range of consumer technology. TechAdvisor.fr has a site code that is a clone of TechAdvisor.co.uk, so that Online Development Manager **Adrian Black** and the U.K. development team could build it from an idea to a live site in just three weeks.

U.K. B2C Group Editor **Marie Black** worked with Ecommerce Editor **Ashleigh Macro** to identify the 100 most valuable pages in terms of advertising and Ecommerce revenue across Tech Advisor U.K. and Macworld U.K. Then the team hired two talented French-speaking, U.K.-based editors who were new to this type of project — **Caroline Vanier** and **Marie-Laure Calcar** — and set them to work culturally translating those pages.

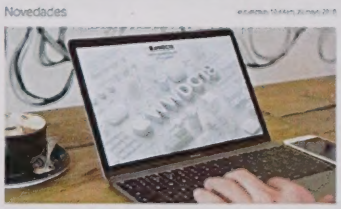
DOMINIK TOMASZEWSKI

*(Clockwise from back left): TechAdvisor.fr Editor **Marie-Laure Calcar**, Spanish B2C editors **Alba Mora** and **Sara Piquer Marti**, TechAdvisor.fr Editor **Caroline Vanier**, IDG U.K. B2C Group Editor **Marie Black** and Ecommerce Editor **Ashleigh Macro**.*

Their goal is not straight language translation, but understanding what need each story serves, and writing the best possible version of that story for the local market. A good example would be an article titled "Best mobile network." A translation of U.K. or U.S. network information would be useless for a reader in France or Belgium, but the structure and underlying utility of the story would be the same.



Apple WWDC 2018 : dates, produits et mises à jour



Cómo ver el WWDC de Apple 2018

The learnings from TechAdvisor.fr (left) have been applied to Macworld.es, launched three months ago.

The results have been startling, Egan noted. Since launching with zero users in June 2017, TechAdvisor.fr reached 650,000 users by April 2018. That gain happened without any marketing or paid referrals; 90% of all page views come directly from organic search.

"More importantly, because the model is to publish only stories that the wider team knows resonate in other territories and have transactional value, the ecommerce yield per visit is higher than our more established sites," he said. "There is no wasted effort."

continued on page 5

continued from page 4

French/Spanish

"TechAdvisor.fr should deliver a profit in the next two months," Jary said. "We knew it would take some months to grow an audience from scratch, but we knew that when we did gain momentum the revenue would be there."

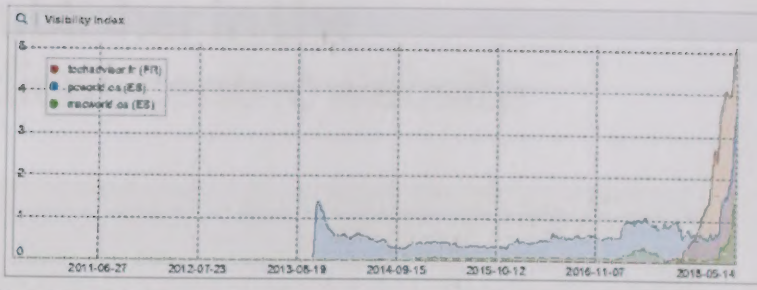
"'Think global, act local' is not a new thought, but it's relevant to all aspects of IDG's business," Egan added. "As part of the OneIDG drive to transform our business, we need to harness global resources and expertise in order to deliver world-class local and regional products. We don't need to relearn everything in every business unit, and by sharing our unique audience data we can find the fast track to success. Engaging with an audience online is as much about language as it is location. Moreover, we have readers of our English-language sites in every country of the world, so providing relevant information in the correct language is good reader service.

> "As part of the OneIDG drive to transform our business, we need to harness global resources and expertise in order to deliver world-class local and regional products."
> – *Matt Egan*

"The next steps are to add more people to the team, build out a marketing and PR presence in France so that direct advertising becomes possible, and move to using third-party data sources such as SimilarWeb and Sistrix that tell us about traffic on other peoples' sites to grow traffic beyond the terms we already know. The latter is important because it will give IDGC another source of information to help us grow the U.K., U.S., German and Swedish consumer titles."

Having proven the model with the French site, the next project has to been to extend the experiment to take in the Spanish language. "IDG Spain has long had a very strong enterprise business in both the events and media space. But with strong competition from Latin America and limited resources, consumer has proven a much tougher nut to crack," Egan said. "As one of the world's biggest languages, Spanish represents a huge opportunity for IDG."

Jary worked with IDG Spain Managing Director **Manuel Pastor** to come up with a plan whereby the existing PCWorld.es and Macworld.es domains would



This visibility index shows the dramatic increase in the number of search terms for which TechAdvisor.fr, PCWorld.es and Macworld.es have been ranked since the sites started being published out of London.

transfer to the London office. The U.K. team hired two experienced editors — **Alba Mora** and **Sara Piquer Marti** — and set them to work on a list of key stories, which are now supplemented and tweaked via the experience of the French team.

Macworld.es and PCworld.es have been relaunched for three and two months respectively, and the results are already strong. As of April 2018, Macworld.es is 178% up year-on-year in terms of users and PCWorld Spain is up 158%. Search visibility for both sites is growing rapidly month to month, just as it is on the French consumer site.

"Our goal was to take advantage of the great know-how IDG U.K. has in this area and massively increase the traffic on these sites — and it's happening," Pastor said. "The objective is to have the B2C sites less dependent on traditional CPM advertising. The aim is to have enough traffic to make it profitable mainly through third-party, affiliate and programmatic revenue streams, with display advertising as a supplement. And, working with Simon and Matt has been a real pleasure. Their expertise here is formidable, and they are tremendous leaders."

"It is very early days, but we are limited only by our ambition," Egan said. "As we move to a single CMS, it should be possible to launch into new languages and regions without having to set up a bricks and mortar business. Wherever we have talent and expertise, we have a basis for launch. Wherever we can build audience, we have a business. We continue to work closely with colleagues around the world, and there is no reason why the next new language launch couldn't be based in Stockholm, Munich or San Francisco."

"While IDG has a wide spread of B2B sites across the world, we had fallen behind on the consumer side," said Jary. "We aim to correct that, and increase reach and revenue wherever we find it — being both agile and efficient in our expansion plans."

Write to Matt Egan and Simon Jary. ■

IDG Benelux named top publisher in the Netherlands, relaunches client-centric website

IDG Benelux has been ranked the Best Publisher in the Netherlands by the Dutch magazine Emerce. While the company learned about the honor early this year, it was not formally announced until May 4, and the Benelux staff took the opportunity to unveil its revitalized IDG.nl website at the same time.

Emerce publishes an annual special issue in print and online focused on how decision makers working in online marketing, ICT and e-business rate the performance of service providers in the e-business and marketing industry during the past year. The research is highly regarded by Dutch marketers, said Managing Director **Maringo Vlijter**, and is conducted by an independent agency.

During the 20 years of the survey, IDG Benelux has appeared three times. In 2016 it took fourth place in a sub category; in 2017, as the only tech publisher, it was ranked 11th of all publishers in the market, and this year it achieved the top spot.

"To be chosen as the best publisher in the Netherlands, with a small team of highly skilled professionals, is an acknowledgement for the team of the great work they are doing," Vlijter said. "And, it sets an excellent foundation to further build IDG Benelux to also become one of the largest publishers in the Benelux enterprise market."

> "To be chosen as the best publisher in the Netherlands, with a small team of highly skilled professionals, is an acknowledgement for the team of the great work they are doing."
> – *Maringo Vlijter*

IDG Benelux has been running banner ads on its new site and promotions on LinkedIn and other social media sites and was the subject of an in-depth article in Emerce about the process of its own digital transformation and its client-centric approach.

The old IDG Benelux site was based on WordPress and was very static, with no opportunities for customer interaction or conversation starters and only featuring an overview of brands and some services. The new website is built on Symphony, a much more robust and secure platform that provides more interaction, analytics and reporting options.

IDG Benelux's Best Publisher award is front and center on its newly relaunched website.

"With the improved websites we've created a quality framework to make sure we match with our core target group and their specific needs," said Digital Manager **Pim van Dijk**, who coordinated the project. "A big improvement is the CMS. All pages consist of modular blocks, giving everyone who works with the CMS a lot of freedom for customizing web pages."

The website is now completely focused on clients and how IDG Benelux can help them improve their business, added Marketing, Events and Operations Director **Gabriella Meijnckens**.

"On the homepage, clients are directly guided to relevant solutions by asking them four primary questions: are they looking for content, leads, live contact or advertising possibilities? Then they are guided through all the appropriate services, products and brands, with other solutions on the page as well. We created the right 'tone of voice' for the site by keeping in mind the persona of the typical client marketing manager. Products and services are carefully explained and the 'what's in it for them' message is very clear."

The site will be continually refreshed with relevant whitepapers and case studies.

Write to Gabriella Meijnckens. ■

China Oceanwide foundation, chairman on philanthropy list

The 15th annual China Philanthropy List was published on April 25 and includes two China Oceanwide representatives. The catalog recognized individuals and organizations in four categories — philanthropists, charitable enterprises, foundations and philanthropic superstars — who exemplify the modern spirit of public welfare.

Chairman Lu

Mr. **Lu Zhiqiang**, chairman of China Oceanwide Holdings Group, topped the list of 172 philanthropists with a 2017 donation of 730 million yuan (US$115 million). In the foundations category, 50 public and 50 private foundations were evaluated in terms of income, annual donation amount, transparency and public opinion. The top 10 on the list are foundations with annual donations of more than 500 million yuan (US$78.5 million).

The Oceanwide Foundation, with an overall rating of 90.1, ranked 6th on the list.

Write to Associate Director, International Business Development, Dept., China Oceanwide Nan Ji. ■

Runners support MetroWest nonprofits

*IDG Communications was well-represented at the May 24 MetroWest Corporate 5K, which raises money for several Framingham-area organizations. (Back, l-r): **Bethany Whiffin, Dylan Panzarella, Lauren Petrocci, Michelle Catalano, Lise Fracalossi, Josh Williams, Kristina Clark, Brooke Giroux** (who coordinated the IDGC entry) and **David Alpert**. Front: **Lee Goulet** and her daughter Lenore. **Ellen Fanning**, who missed the group photo due to traffic, outpaced all her colleagues to the finish line.*

IDC Brazil hosts top ICT providers

*IDC Brazil Country Manager **Denis Arcieri** (top right) speaks to the dinner guests.*

The annual IDC Brazil President's Dinner, held May 8 in São Paulo, serves as an opportunity to strengthen the relationships between the presidents of the country's primary ICT providers and local IDC executives. The companies in attendance represented 90% of the B2B telephone op-erators market, 70% of the datacenter market and 50% of the services market in Brazil.

IDC VP/Latin America **Ricardo Villate** and IDC Brazil Country Manager **Denis Arcieri** chaired the gathering, which drew 24 guests and 12 IDC staff members including research and consulting managers and account executives.

Topics discussed included the current state of the Brazil's ICT industry, its challenges and opportunities, and forecasts for the second half of 2018. IDC expects the Brazilian IT market to grow at a compound annual growth rate of 4.4% (2017-2021), with accelerated adoption of cloud computing. Currently, Brazil is sixth in IT spending worldwide, a US$105 billion market.

Write to Sales Assistant Gabriela Piedade. ■

continued from page 3

One on one

economical for IDC to hold local events. In Israel IDC often goes with smaller round-table affairs closely fitting customer needs.

Q What are some issues that are top-of-mind for your clients these days?

A By far to my mind the major issue facing our customers in Israel is getting the customer journey right: where to meet their customers, when and with what marketing content and/or sales activity. With disruption and shifting competitive sands, speed and agility is king. This puts the burden of proving real value squarely on IDC's shoulders, and we ourselves need to improve our flexibility to meet those needs. If our clients are disrupted, we who serve them are so, too. IDC has both research and delivery capabilities to meet these challenges, but we could learn a lesson or two from some of the technology startups that we meet so often. ■

IDC China celebrates move to new office space

Earlier this month IDC China moved to a different building within the office complex it has occupied for a number of years and invited special guests to share in the grand-opening festivities.

*IDC China Managing Director **Kitty Fok** and IDC Chief Finance Officer **Mark Sullivan** each took a turn painting the cinnabar on the dragon's eyes, which implies that IDC China's business will be flourishing in the future.*

Each employee received a traditional red packet that implies happiness, wealth or luck for the recipient.

Four small rooms are set aside for analysts to have a quiet space for client phone interviews.

The open concept workspace has more seats for employees, interns and temps then the old office, which was set up with one cube per person. About 100 people are in the office.

***Mark Sullivan, Kitty Fok** and IDC Asia/Pacific Managing Director **Eva Au** at the opening ceremony, which included a ribbon cutting.*

IDC China's new address:

Room 901, Tower E,
Global Trade Center
36 North 3rd Ring Road
Beijing 100013
People's Republic of China
Tel: +86-10-5889-1666

Share news suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to contribute news about what their group or department is up to. Suggest someone who could author a future "One on one" column or an article about their area of expertise. Nominate a deserving co-worker for an Unsung Hero profile. Pass along the name of an office mate with an interesting hobby or volunteer activity. Ideas for new content are always welcome. Write to world_update@idg.com.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

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Sales Operations Center plays key role in assisting global sales team

Working with IDC staff around the world, the Bangalore-based SOC works on report creation, contract bookings, database clean up and management, investigation of leads, newsletters to engage and educate high-value clients, alerts on selling opportunities, invitations to events and alerts about potential client issues.

SEE MORE ON PAGE 4

Also inside

IDC presents first Smart Cities North America awards

IDG, Alex Springer representatives meet in Beijing

CIO, CSO earn national Azbee Awards honors

One on one: IDG President Brett Liu

In memoriam: IDC Research Director Bill Fearnley

IDC MEA hosts University of Virginia students in Dubai.

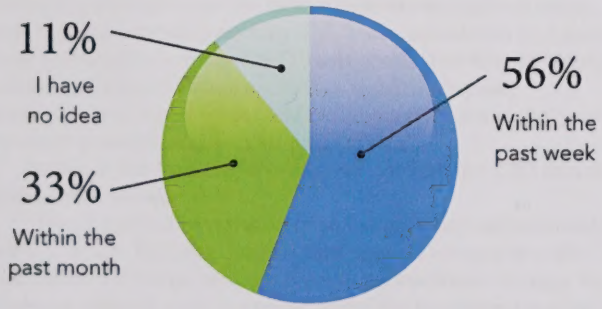
SEE MORE ON PAGE 5

Unsung Hero: IDC Insights Asia/Pacific Associate VP Emilie Ditton.

SEE MORE ON PAGE 8

Question of the week results

When was the last time you turned off your phone?



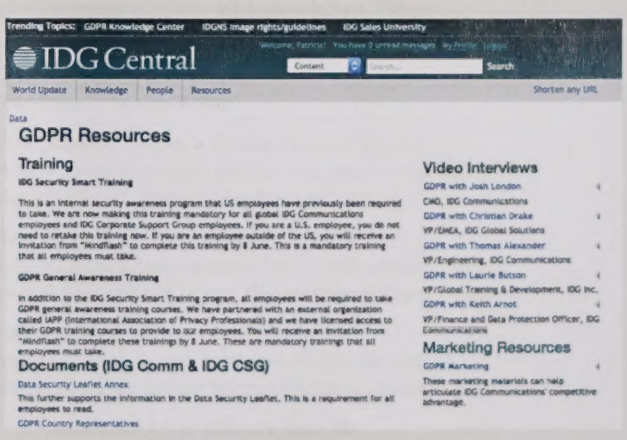
Log on to www.idgcentral.com to vote on this week's question:

Have you ever had hand, writst or finger problems due tech devices?

CLICK HERE

GDPR resources on IDG Central

This week IDG Communications and IDC worldwide employees and IDG Corporate Support Group staff are receiving information about GDPR training and awareness components. Links to that information are on IDG's intranet, IDG Central. Need a login? Click here. Forgot your password? Create a new one here.



IDC recognizes Smart Cities award winners in New York City

IDC presented the first Smart Cities North America Awards on May 9 as part of the three-day Smart Cities NY conference.

The new awards program recognizes the progress North American municipalities have made and also provide a forum for sharing the best practices to help accelerate Smart City development in the region. Smart Cities use the digital transformation of urban ecosystems to produce systemic environmental, financial and social outcomes.

The award categories included transportation infrastructure, smart buildings, civic engagement and emergency management, among others.

For more about the winners go here. ■

*IDC VP/Government Insights and Smart Cities **Ruthbea Yesner** (back row, second from right) and Research Director **Alison Brooks** (far right) with the award winners in New York earlier this month.*

IDG, Axel Springer meet in China

*After the meeting, IDG President **Brett Liu** presented a traditional Chinese gift to Axel Springer CEO **Mathias Döpfne**.*

At the invitation of Axel Springer, one of Europe's largest media companies, IDG President **Brett Liu**, IDG Director and Board Secretary **Owen Wang**, and several senior managers from IDG China met with Axel Springer senior managers on May 7 in Beijing. It was the first meeting between Liu and Axel Springer CEO Mathias Döpfne and an opportunity to establish connections and explore potential areas of cooperation.

During the meeting, IDG and Axel Springer representatives talked about their respective businesses, and both sides came away optimistic about possible collaboration in the near future. ■

Azbee Awards: CIO wins website of the year; CSO wins five awards

IDG Communications' CIO and CSO brands earned six Azbee Awards of Excellence at the national level this year.

Sponsored by the American Society of Business Publication Editors, the awards honor the best in business-to-business media, recognizing outstanding work by B2B, trade, association and professional publications in more than 70 categories. The Azbees highlight editorial, online and design excellence within magazines, newsletters and digital media and are considered one of the most competitive award programs for trade media.

Earlier, at the New England regional competition, CIO won three awards and CSO won nine.

"This is justified recognition of an extraordinary achievement," said U.S. & U.K. Editorial Director **Matt Egan**. "During a very difficult period of change, and our pivot to a data-driven strategy, the enterprise editorial team continued to deliver the highest quality content aimed at a very specific niche audience. This is evidenced by traffic growth, audience engagement, search visibility and registrations, and now peer- and expert recognition. I'm thrilled to celebrate these wins, because they accurately reflect world-class, quality efforts focused on business outcomes. Great work, team!"

IDGC's 2018 winners, announced May 10, are:

CIO

Website of the Year: Top 10 Award

CSO

Gold Award: Online > Original Web Commentary
"Linguistic analysis and Russian rumors"
Fahmida Rashid, Writer; **Michael Nadeau**, Editor

Gold Award: Online > Enterprise News Story
"Office 365 phishing attacks"
Steve Ragan, Senior Writer

Silver Award: Online > Online Product Review
"How 4 deception tools deliver truer network security"
John Breeden II, Writer; **Amy Bennett**, Editor

Silver Award: Online > Video - Tutorial
"How to recover your system from a ransomware attack"
Steve Ragan, Writer/Talent; **Christopher Hebert**, Producer

Bronze Award: Online > Web How-to
"Top cloud security controls you should be using"
Fahmida Rashid, Writer; Michael Nadeau, Editor

View the full list of winners here. ■

OneonOne

Brett Liu

IDG Inc. and China Oceanwide

The president of IDG is this week's columnist. Reach him at brett_liu@idg.com.cn.

"Although plans have yet to be confirmed, I'm planning to visit Asia-Pacific offices and European offices in next few months."

Q What roles do you hold at China Oceanwide?

A Among many other roles, I chiefly serve as executive director and executive vice president of China Oceanwide Holdings Group Co., Ltd., and the chairman of the Board of Supervisors at Oceanwide Holdings Co., Ltd., our flagship-listed platform.

Q What were the key elements that attracted China Oceanwide to IDG and ultimately made the team decide to purchase the company?

A There are many reasons that made IDG attractive to China Oceanwide:

• Acquiring IDG is a natural extension for China Oceanwide's strategic transformation. In recent years, China Oceanwide has leveraged its strengths in the property business to diversify into financial services and strategic investments. In 2015, China Oceanwide announced the corporate strategy to build an international conglomerate with three pillars: financial services, real estate and strategic investment.

• IDG is a global leading player in the technology research, market intelligence and media sector with a stable cash flow and global presence. In addition, IDG has built a strong reputation and is an influential company in China.

• The IT industry has evolved rapidly from the 1st Platform in 1960s to the 3rd Platform today, which focuses on cloud computing, big data, mobile and social. IDG is the innovator and promoter of the 3rd Platform concept, having always been at the forefront of the newest technology. The addition of IDG can help Oceanwide to continuously transform and innovate its businesses.

Q Has there been anything that's surprised you about the company?

A In the time just after I was named president, I would say I was surprised in a good way. I was surprised that IDG is such a great company that attracts so many talented people. I can see that IDG's successes are driven by talented people who take great pride in the company. Secondly, IDG is a truly international company with operations in more than 100 countries, which raises additional challenges for the management. I was surprised how well IDG has been operating given that is has such a large and diverse international presence. But I must say that the challenges IDG is facing in the current market environment was also unexpected for me, and it requires all of us to address the challenges head-on and continue to drive IDG's growth.

Q What are your IDG-related priorities for the year ahead?

A I have set three priorities for the year ahead. First of all, I will continue to support the management to achieve the FY18 budget, including launching more products and services, driving the top-line growth with new emerging companies, and exploring synergies between IDC and IDG Communications. Secondly, we will continue exploring potential bolt-on acquisition opportunities to foster the inorganic growth. We have already investigated several potential targets in the past few months, and although we have decided not to further pursue these targets, we will definitely continue with this strategic direction. Last but not least, it is also one of our priorities to attract more talented young people to join us to achieve the aforementioned goals for IDG.

Q Do you have some general ideas about when you might be visiting IDGC or IDC offices around the world this year?

A Sure. Visiting IDG Communications and IDC offices around the world will give me a more in-depth understanding about the local business and environment and also give me the opportunity to get to know as many IDG employees in person as possible. Although plans have yet to be confirmed, I'm planning to visit Asia-Pacific offices and European offices in next few months.

Q What do you enjoy doing during your non-work time?

A I have a variety of interests, including golf and classical music. Since I usually have long working hours every day, I try my best to spend as much time as possible on doing sports. ■

IDC's Sales Operations Center plays key role in assisting global sales team and IDC clients

They may be a small team of nine people working at the IDC Center for Consultancy & Research in Bangalore, India, but the members of the Shared Operations Center (SOC) make significant and far-reaching contributions as they support IDC's worldwide sales effort.

It all started nearly a decade ago. IDC sales management recognized that client service representatives (CSRs) were overtasked, and in some regions IDC did not have enough CSRs. Systems were put in place, along with the resources and access needed to prepare reports and manage tasks in a timely — and often overnight — manner, and the SOC opened its doors. Chief Sales Officer **Brad Thorpe** provided senior worldwide sales executive sponsorship and Asia/Pacific VP of Sales **Larry Llamzon** provided additional local AP sponsorship and co-management.

Today the group is under the direction of SOC Manager **Archana Sharma**, who joined the group in 2009 as a sales operations analyst when the SOC had just three employees. "The SOC is an invaluable and integral part of IDC's worldwide sales organization, helping IDC sales and our customers in a myriad of ways," Thorpe said.

"The SOC is a key component of our sales team, working on projects at the request of the sales team or the client, and sometimes our marketing or research groups, if the job benefits or enables sales," said Director of Sales Enablement **Jill Toole**. "Our colleagues are friendly, engaging and eager to do quality work that reflects well on IDC as a whole."

> The SOC is an invaluable and integral part of IDC's worldwide sales organization, helping IDC sales and our customers in a myriad of ways"
>
> -- *Brad Thorpe*

SOC projects take many forms, including report creation, contract bookings, database cleanup and management, investigation of leads, newsletters to engage and educate high-value clients, alerts on selling opportunities, invitations to events and alerts about potential client issues. "With their intimate knowledge of our internal reporting systems, SOC employees are often our go-to experts on using these systems, uncovering errors and helping enhance databases and reporting tools," she added.

*The Sales Operations Center team (front, l-r): **Aparna Chaturvedi**, associate sales operations analyst; **Archana Sharma**, manager, Sales Operations Center; and **Deepa Manjunath**, sales operations analyst. (Back, l-r): **Prasanna Narasimhaprasad**; senior sales operations analyst; **Rohit Chandramohan**, associate sales operations analyst; **Pranav Kaul**, sales operations analyst; **Toshi Mishra**, associate sales operations analyst; and **Jagdish Chandana**, associate sales operations analyst. Not pictured: **Shoba Krishnappa**, associate sales operations analyst.*

Business Value Reports (or "usage reports") represent some of the SOC's external work, which it provides for IDC's top accounts as well as on-demand for many more. These may include statistics such as: how many documents a client has accessed; how many and which events their users registered for; how many inquiries they made to analyst teams; how many queries to one of IDC's online tracker databases; etc.

"The client likes to see usage reports so they know they are getting value from their IDC subscriptions and relationships," Toole said. "At the same time, sales reps and managers value the chance to see how much a client is engaging with us and taking advantage of our services, so they can continually gauge the health of the client and guide the renewal, and growth."

"The SOC works very hard to meet my deadlines and produce professional looking deliverables," said Lead CSR **Monica Bennett**, based in San Mateo, Calif. "Their help with these projects means that I have time to focus on other customer service needs for my accounts."

The SOC also registers new clients on IDC.com and helps them navigate the site so they can best use the features and access their subscribed programs.

Sharma said one of the SOC's biggest challenges is

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SOC

communicating across regions or countries, but her team is up to the task. "Supporting a client from a distant location can take more time than usual, especially if there are any clarifications or questions," she said. "But it feels good when our internal and external clients are satisfied by a job well done."

The SOC's regular hours are 9 a.m. to 6 p.m. local time, but with urgent projects, that's not always the norm. "The SOC team has been extremely helpful, hard-working and dedicated," said IDC Framingham CSR **Lynda Sterling**. "When someone from the SOC Skypes or emails me at 2 p.m., I know it's 11:30 at night for them. That's happened on more than one occasion, and I've commended the staff to Archana for working such late hours to make sure the job gets done and our deadlines are met. The SOC is a valuable resource, and I greatly appreciate them!"

> "It feels good when our internal and external clients are satisfied by a job well done."
>
> -- *Archana Sharma*

Supporting a global client base led the SOC to continually improve its operations. "We're always looking to improvise and optimize our daily commitments," Sharma said. "We do this by learning new tools or discovering online solutions [like advanced Excel formulas or iMacro]. We try to automate our regular processes or reports so that we can be as efficient and punctual as possible. One of the best parts of being in the SOC is that the varieties of our tasks allow us to learn new things every day."

In addition to all the work-related collaboration, the SOC and the IDC sales groups get connected through team photos that Sharma shares regularly as well her notes about upcoming holidays and SOC activities. The IDC sales team also produced a video last December in which IDC employees from around the world thanked the SOC staff for their many contributions.

Write to Jill Toole and Archana Sharma. ■

SOC by the numbers

- The SOC does work for more than 300 employees of IDC worldwide in a given year.
- The SOC is regularly producing reports for or covering some 125 client companies per year.
- On average, the SOC manages 100+ bookings and produces more than 60 BVR/usage reports and more than 60 newsletters each month, among many other projects.
- SOC's workload is about 52% for external use and 48% internal.

IDC hosts visiting college students in the United Arab Emirates

IDC Middle East, Turkey and Africa recently hosted a group of 20 students and a teacher from the University of Virginia's McIntire School of Commerce. As part of the school's one-year master's degree program, the group was on a Global Immersion Experience and traveled to Dubai and other cities to learn about the work of different companies in a variety of industries.

Four IDC employees spoke to the students during a three-hour session to give them insight about how IDC operates and the local and global tech market. They were: Associate VP **Ranjit Rajan** (how breakthrough technologies are shaping the region); Senior Research Manager **Swapna Subramani** (cloud and data center); Research Director **Megha Kumar** (security and digital transformation); Senior Research Manager **Nabila Popal** (key trends shaping the mobile phone market in META).

*Associate VP **Ranjit Rajan** spoke to the students about breakthrough technologies at IDC's Dubai office.*

Popal, a graduate of the University of Virginia, coordinated the visit.

Write to Nabila Popal. ■

noteworthypeople

Promotions

Kay

IDG Communications Systems Administrator **Christopher Kay** has been promoted to senior systems administrator. "Chris is always willing to take on new applications and technologies and help others understand how they work," said Director of Network Services **Bob Gleason**. "He has a knack for exposing weaknesses in our processes and helps find ways to strengthen them. I can count on Chris to jump into the middle of a problem at any hour — even when he is out on leave — and he often takes on afterhours tasks without having to be asked." christopher_kay@idg.com

Mujtaba

IDC Saudi Arabia Senior Research Analyst **Uzair Mujtaba** is now program manager. "Even though Uzair has contributed significantly to strengthening IDC's KSA IT Services research practice ever since he joined IDC, 2017 was an exceptionally productive year for him," said Country Manager **Hamza Naqshbandi**. "Not only was he instrumental in the delivery of challenging custom engagements with our flagship customers, he also spearheaded IDC's claim to fame in areas where we had limited mindshare. These include ecommerce and business process outsourcing, where he delivered exceptional results that executive stakeholders at a nationwide level recognized and appreciated. In addition to his stellar contribution to consulting, Uzair has matured as an analyst and is well respected by both end users and the vendor community." umujtaba@idc.com

Balachandran

IDC MEA Research Analyst **Akash Balachandran** is now senior research analyst. "Akash was initially tasked with working on the UAE's IPDS program, to which he made a positive impact from the start," said Senior Research Manager **Roberto Alunni**. "Gradually we expanded his coverage to include more technologies and countries across the GCC, as our tracker program expanded. Akash's responsibilities have grown, and he is now actively working on new areas of research for the IPDS program including research on drones, robotics as well as custom research projects. Akash continues to show potential for growth within the program and forms an important part of my team." abalanchandran@idc.com

Abdulkareem

IDC MEA Senior Account Manager **Munawar Abdulkareem** is now business development manager. "Munawar's creative and analytical thinking has ensured IDC MEA launches new products that have been well received in the marketplace," said Sales Director **Prateek Shah**. "His consultative bent of mind has ensured IDC remains the partner of choice for various multinational vendors when it comes to their strategic and tactical needs within the marketplace." mabdulkareem@idc.com

Babalola

IDC MEA Research Analyst **Wale Babalola** has been named senior research analyst. "Wale has been a key member of the Middle East telecommunications research program for the last several years," said Associate VP **Ranjit Rajan**. "He has been a consistent contributor to both the syndicated products such as the IoT spending guide, telecommunication services tracker and reports as well as complex consulting projects. He's a true team player who is always keen to take on challenging tasks and a very valuable resource for the regional research organization." wbabalola@idc.com

New employees

Song

IDG China Senior HR and Administration Manager **Shuyang Song** was previously HR manager for Oceanwide Capital Group. She has a bachelor's degree in logistics management from Ocean University of China and enjoys painting and swimming. shuyang_song@idg.com.cn

Ade

Director, Financial Sales **Dylan Ade** has joined **IDC** after 12 years at JMP Securities as an equity sales trader and a managing director. Dylan has a B.A. in communications from Hamilton College in Clinton, N.Y. He makes time for golf, travel and lots of outside activities with his family and two dogs. dade@idc.com

Rabel

IDC also welcomes Senior Research Analyst/ Cloud, SaaS and Industry **Zach Rabel**. He was previously an analyst at Technology Business Research Inc. Zach has a B.A. in economics, social thought and political economy from the University of Massachusetts/Amherst and has recently discov-ered golf as "a frustrating but addicting hobby." zrabel@idc.com

Tell

IDC MEA Research Director, Telecom and IT Services **Anis Tell** previously worked at eHosting DataFort as chief commercial and solutions officer. He has a B.Sc. in mechanical engineering from Arizona State University. Anis is a Hult University Impact Challenge mentor, an audio enthusiast and enjoys automotive racing and scuba diving. atell@idc.com

All business uits may send information for the Noteworthy section to world_update@idg.com.

Get social

Stay up to date on all things IDG by following the company's corporate social media accounts. For IDG Communications, go to Twitter, Facebook and LinkedIn. Follow IDC on Twitter, Facebook and LinkedIn. Share and retweet!

Send a quick pic

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit.

All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, a casual gathering, etc.

Send the photo with a short description to idgcentral@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries this month.

31
Michael Deutsch *IDC*

30
Crawford Del Prete *IDC*
Ann Andrisani *IT World Canada*

28
Adele Lee *IDC*

27
Mandy Tse-Wong
IDG Corporate Services Group

24
Jim Sullivan *IDG Communications*

23
Caryn Bousquet *IDC*

22
Jim Wescott *IDC Canada*
Julie Ross *IDC Canada*

21
Avneesh Saxena *IDC Hong Kong*
Toby Hurlstone
IDG International Controller's Office

18
Thomas Heim *IDC*
Jay Gumbiner *IDC*
Paul Honens *IDC*
Bill Rigby *IDG Communications*
Carla Arend *IDC Nordic/Denmark*

17
Brian Klatt *IDC*
Leigh Mills
IDG Corporate Services Group
Terese Patterson
IDG Corporate Services Group

15
Ruthbea Clarke *IDC*
Maureen Magee *IDC*

14
Xiao-Fei Zhang *IDC*
Jed Scaramella *IDC*

13
Alan Louie *IDC*
Elzbieta Kurtyka *IDG Poland*

12
Maureen Fleming *IDC*
Andy Fong *IDC*
Victor Chong *IDG U.K.*

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Eliza Chue *IDG Communications*

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Marc DeCastro *IDC*
Christina Richmond *IDC*
Brian Cheon *IDG Korea*

8
Anupa Shetty *IDC CCR*
Jennifer Dionne *IDG Communications*
Ales Langer *IDG Czech Republic*

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Balesh Rudragol *IDC CCR*
Lissa Piscopo *IDG Communications*
Chris Pinczel *IDC Canada*

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Thomas Schmidt *IDG Communications*
Philip Carter *IDC Germany*

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Jason Allard *IDC*
Nina Turner *IDC*

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Mathieu DesJardins *IDC*
James Kocik *IDG Communications*
Sheryl Sholock *IDG Communications*
Reinaldo Sakis *IDC Brazil*
Adriana Garcia *IDC Mexico*

3
Michael Townsend *IDC*
Tracy Beaudoin *IDC*
Catherine Bonner *IDC*
Edward Murray *IDG Communications*
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2
Poulomi Bhattacharya *IDC Singapore*
Jerome Soh *IDC Singapore*
Karen Bershtein *IDC*
Kyle Lagunas *IDC*
Russell Burman *IDC*
Chun Wei Lin *IDC*
Donna Berkman *IDC*
Christine Early *IDC*
Ryan Fernandez *IDG Communications*
Rachel Renzello *IDG Communications*
Dayoung Jang *IDG Connect*
Sarah Pope *IDG Connect*
Hector Aguirre *IDC Mexico*
Michael Hanna *IDC Egypt*
Nadine Mounir *IDC Egypt*
Chloe Dobinson *IDG U.K.*
George Bouras *IDG U.K.*

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Manish Sharma *IDC India*
Baseer Siddiqui *IDC Malaysia*
Li Wen Wong *IDC Singapore*
Godfred Toppo *IDC CCR*
Trevor Smith *IDC Canada*
Mark Yates *IDC CEMA*

Share your news, suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to share news about what their group or department is up to. Suggest someone who could author a future "One on one" column or an article about their area of expertise. Nominate a deserving co-worker for an Unsung Hero profile. Pass along the name of an office mate who has an interesting hobby or volunteer activity. Or something else? Ideas for new content are always welcome. Write to world_update@idg.com.

Address change: IDGC N.Y.

IDG Communications' New York office will be moving to a new location as of May 29:

114 West 41st Street
22nd Floor, Suite A
New York, N.Y. 10036

In memoriam: Bill Fearnley

Fearnley

Colleagues at IDC Framingham are mourning the loss of Research Director **Bill Fearnley**, who died on May 9. He joined IDC Financial Insights in 2015 with responsibilities for big data, analytics and blockchain with a focus on compliance, fraud, cyber, and risk management. Most recently, Bill provided ground-breaking coverage of blockchain and was one of the keynote speakers at Directions in the U.S. this year.

He had worked in the tech industry for more than 30 years and was the father of three college-age daughters.

"Bill brought an energy to every meeting, every interaction," said Group VP **Bob Parker**. "His passion for his subject matter, first financial compliance and later blockchain, was magnified by his genuine interest and empathy for the people he was engaged with."

"Bill was the type of colleague who had an impact on everyone in the office," said IDC SVP **Meredith Whalen**. "Some of our younger colleagues referred to him as the 'work Dad' because he was always looking out for their safety when working late at night. I'm going to miss Bill's optimism, enthusiasm and wonderful storytelling."

"Bill's personality was as dynamic as his research area, and he had a delightful sense of humor," said IDC President & CEO **Kirk Campbell**. "He valued his connections with his teammates and cultivated great relationships with customers as well. A consummate professional, Bill was always able to collaborate on research and find time to volunteer for the greater good of IDC. Bill will truly be missed at IDC and by the many lives he touched with his kind manner and happy disposition. He made a lasting impression on all of us."

unsunghero

Emilie Ditton

Associate Vice President

IDC Insights Asia Pacific

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

"Since joining IDC in 2010, Emilie has made a massive contribution," said Managing Director, IDC Insights Asia/Pacific ***Christopher Holmes.*** *"Her initial role developing the Worldwide Mining Research Program has been a major success, coupled with running the AP Energy Insights Program, with vendors and tech buyers all seeking her advice. Since then she has, in addition, taken over the lead of the vertical spending team/customer insights and analysis team in Asia and has developed the team to be a hyper-efficient and productive group. Her ability to work across teams and across the globe is one that requires tireless dedication, and it is an attitude that delivers success."*

Home
Sydney, Australia

Primary job responsibilities
I lead a team across Energy Insights, Retail Insights and IDC Spending Guides. In IDC Insights, we provide advisory services and insight about technology strategy and choices to IT and line-of-business executives across different industries. I work with the team to grow each piece of the business I manage and deliver research and consulting across utilities, oil and gas and mining.

What I love most about my job
I think what analysts do is one of the biggest privileges you can have in work. We have access to senior executives from companies all over the world who come to us to ask for advice about their technology strategies, choices and roadmaps, and this is really cool. To make it even better, very often the relationships are personal to you, and that is a particular characteristic of IDC's model that I really like.

A hot-button issue I'm dealing with on the job
Focusing on the thing that I really have to do that day or that moment is always the challenge. There are always so many things do, potential areas to focus on and people to talk to, so keeping focused on what I have decided the priority should be can be challenge. But it is far better to have too many things to do than too few.

Latest accomplishment
I am incredibly proud that I have built a mining sector practice from scratch and a reshaped energy sector practice that is thriving. It is a thrill as an analyst to create new areas of research and new areas of engagement in the market. Every time I talk to a new vendor or a mining company that did not know that we had a mining sector focus and were excited about what we are doing, it gives me a mini-high.

Emilie Ditton *manages a group of employees based in Australia, India and across Asia/Pacfic.*

What I'm doing to be a better employee
I've had to rethink and reorganize how I do things a bit as I move from being a single operator to leader of a bigger team. Beyond that though, I think being an analyst is an endless pursuit of priorities against time. My great challenge is organizing my time and commitments so that I can focus on the new research that creates value and presence for IDC.

Career highlight
I have been really fortunate to have lots of opportunities at IDC so far, so it's hard to pick one. At the moment I am in a team-building mode, and that is creating lots of new opportunities and challenges. At the end of the day, a great career is one where there's always the possibility to learn new things, and that is definitely something that the AP Insights team offers.

Interests outside the office
Between three children under 10 and this job, there is not a lot of time! I like to keep as active as possible, at least that is this year's promise to myself. I also love good food and nice wine. I spend time cooking on the weekends so that my husband, the kids and I can have some family time together around the table.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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Video specialists team up to share workload, insights, best practices

The goal of the video group, which is poised to expand globally, is to share best practices and strategy, align technology and process, and make the best use of combined resources.

SEE MORE ON PAGE 4

Also inside

IDG Direct grows data-consulting-as-a-service work

China Oceanwide's IDG acquisition wins award

Global Partner Solutions strengthens IDGC's worldwide standing in partner/alliance marketing

IDGC programmatic managers talk trends, strategy

The Domo business intelligence and analytics platform has greatly enhanced client interactions for SMS.

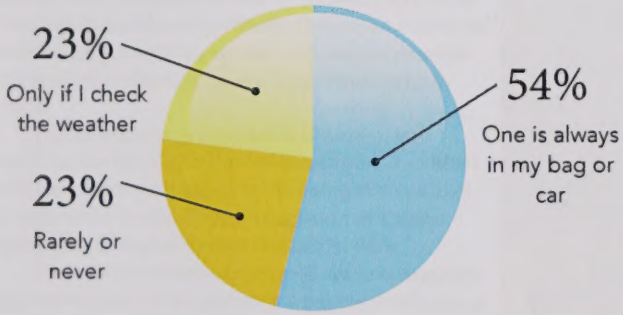
SEE MORE ON PAGE 5

Unsung Hero: IDC Canada Associate VP Barbara Hall is this week's nominee.

SEE MORE ON PAGE 9

Question of the week results

Do you carry an umbrella to the office?



Log on to www.idgcentral.com to vote on this week's question:

When was the last time you turned off your phone?

CLICK HERE

IDG: Best Publisher in Netherlands

IDG Benelux has been ranked the Best Publisher in the Netherlands by the Dutch magazine Emerce. Emerce published how decision makers working in online marketing, ICT and e-business have assessed the performance of service providers in the e-business and marketing industry during the past year. Read more in an upcoming issue of IDG World Update.

IDG Direct aims to grow business through non-marketing budgets

Seeing an opportunity for growth and a means to diversify its business, IDG Direct has formally launched itself as a data-consulting-as-a-service company. This positions IDG Direct to tap into customers' non-marketing budgets and provide services such as data cleaning, research and event follow-up for vendors looking to outsource their internal telemarketing needs on a simple cost-per-agent-per-day model.

While IDG Direct has sold some of these services in the past, it aims to proactively build out the business as a commercial offering.

Based in Dublin, IDG Direct is a 24/7 operation with some 500 employees who speak more than 40 languages and average 70,000 phone calls each day. Currently IDG Direct provides telemarketing, research and lead generation — primarily to the tech sector — on cost-per-lead basis. Through this new initiative, IDG Direct can offer its dedicated resources as an extension of a customer's existing salesforce.

Unmatched native speakers supporting 47 languages

IDG Direct's Dublin location gives the company access to an international pool of employees.

"On any given day, we have hundreds of active campaigns, and we start and complete multiple diverse campaigns each day," said General Manager **John Moran**. "When a company looks for a temporary extension of its sales team, their partner usually requires a lead-in time for recruitment and training, upfront payment, large-scale projects and medium to long-term commitments. We don't need any of that. Change is embedded in our culture, our processes and our systems. We can manage small to huge requests. And, it dovetails nicely with our traditional work."

How distinctive the "data consulting as a service" offering is from IDG Direct's usual work depends on customer need. In some cases, customers want to book telemarketing days to deliver their existing white papers or other marketing content and generate leads using their own data. Or, it could take very different forms. For example, IDG Direct ran a campaign for a peer-to-peer finance company generating awareness of their product offerings for small-to-medium enterprises. Another time, the company ran a research and data clean campaign for a U.K. university targeting students in Asia.

"Tech is our sweet spot — it's where we get our legitimacy — but we are not afraid to stretch ourselves," Moran said.

This is an opportunity for every IDG business group around the globe to expand its product portfolio using IDG Direct as a delivery resource, he added. While IDG Direct gets inbound queries from tech and non-tech companies, IDG sales people would likely have the most success offering additional capability to IDG's traditional customers.

"It's clear that to achieve the type of targeted, high-quality leads and deep insights the market is looking for, telemarketing is key," Moran said. "Having our own call center where we set our own standards and manage our own quality is a great asset. Being able to offer customers direct access to that center as a resource is an opportunity to take more dollars off the table."

Initially, IDG Direct aims to take on one new company a month and build the business through a variety of smaller customers rather than one or two large customers.

Write to John Moran. ■

China Oceanwide's acquisition award positions IDG for growth

China Oceanwide's acquisition of IDG last year has been selected as one of 10 Best Outbound Investments by Morning Whistle Group, an influential global equity matching system and service provider whose media offerings have a large readership in China.

The award was presented in Shanghai last month at the 5th Cross-Border Investment and M&A Summit, which was hosted by Morning Whistle and co-organized by the China Association of Private Equity and Shanghai Fintech Industrial Park.

This was China Oceanwide's first Golden Whistle award.

Among the criteria considered while evaluating the best outbound investments were the attributes of the transaction, the transaction amount, its social and industry influence, and the extent that it represented an important technological or industrial upgrade for the parent company and/or the acquired company.

Owen Wang, director and board secretary of IDG, accepted the award on behalf of China Oceanwide Holdings Group. He noted China Oceanwide had not been told it was being considered, nor did it have to provide any materials.

*IDG Inc. Director and Board Secretary **Owen Wang** (right) accepts the award in Shanghai.*

"We are thrilled to receive this award," said IDG President **Brett Liu**. "It reflects the market's recognition of the importance and also the success of our transaction. It also further strengthens the market positions of China Oceanwide and IDG, which will help IDG to further grow its businesses in China."

Write to Owen Wang. ■

Global Partner Solutions strengthens IDGC's standing in partner/alliance marketing

IDG Communications U.S. sales and marketing teams recently collaborated on the rebranding of Alliance Marketing Services to Global Partner Solutions. In this Q&A, VP/Global Partner Solutions ***Michael Latchford*** *and IDGC VP/Marketing* ***Jenny Fahlbush*** *discuss the thought process behind the rebrand.*

Can you define partner/alliance marketing?

Latchford

ML: A technology partner/alliance is when two or more companies collaborate with the intention of selling a joint solution or service. This also includes channel partners that resell a service/technology of another vendor. There is typically dedicated sales and marketing resources at both organizations to support the partnerships in an effort to drive in revenue. The marketing teams to support the partner efforts are usually completely independent of corporate and field marketing and usually have budgets to support marketing programs. This is the key reason why IDG decided to create a group in 2012 that was dedicated to support partner/alliances, since this was an area that was then often overlooked by our sales and marketing organizations.

What was the rationale for Alliance Marketing Services being rebranded as Global Partner Solutions?

ML: IDG's partner/alliance marketing services has gone through a few different rebranding efforts after launching as Alliance Advisory Services in 2012. We determined the name was a bit vague and wanted it to clearly state what the group represented, so it was rebranded as Alliance Marketing Services in 2014. Over the years, we realized that "partner" is more widely used than "alliance," and often alliance and channel marketing falls within the partner marketing organization. It has always been apparent that most partner marketing organizations are global in nature, so we felt it was important to incorporate "global" within the new group name. In an effort to be more customer-centric and take advantage of our international audience and capabilities, we decided to expand the U.S. services to be global. This will greatly strengthen our position in the marketplace along with driving in more revenue. The new name, Global Partner Solutions, truly reflects our business and what we offer in just three words.

What is involved in the rebranding effort?

Fahlbush

JF: Because so much of our efforts relate to direct customer conversations, most of our work focused on finding a brand name that would better resonate with current and potential customers. Further, we are still actively looking for ways to reinforce our OneIDG efforts and showcase our strong global footprint in 147 countries, so "Global Partner Solutions" is a good fit. After talking with Michael and [IDG Global Solutions Head of Strategic Clients and Alliance Marketing Services] **Christina Carstensen** about their sales efforts and the needs of our partner/alliance marketing customers, the name made a lot of sense because it reinforced our brand message and directly speaks to this important market for IDG. Beyond the renaming, we supported the team with an updated sales presentation and updates to the IDG.com website.

How did marketing and sales collaborate, and why was it important to do so?

ML: Our first step was to determine if a rebrand was necessary and the impact it would have. Once we agreed that a new brand would help our position in the market, we focused on identifying the best name that would resonate with our customers.

JF: We all know the importance of sales and marketing collaborating closely when we are looking at field marketing or demand generation strategies. Branding is no different and equally important for both teams to work closely together to achieve stronger ROI. By marketing spending time up front to talk through with the sales team about their customer needs and what type of competitive pressures they are facing during the sales cycle, we developed an updated brand and messaging that should better speak to this market and drive stronger market share for IDG with this segment.

continued on page 8

Video specialists team up to share insights, build stronger vision for IDGC video content

The OneIDG concept of "we are better, together" is taking many forms, and one of the newest is increasing collaboration among IDG Communications' video professionals. They are aligned with the editorial teams in the U.S., and at other international offices, and their responsibilities extend to providing high-quality work for marketing, sales and IDG Strategic Marketing Services.

"It's important that we all are able to learn from each other about best practices when it comes to production and delivery, as each team member has a unique background and knowledge base," said IDGC Editorial Video Director & Photographer **Adam Patrick Murray**, who is spearheading the OneIDG video production effort. There are also ample opportunities for them to support each other, such as sharing graphical assets so videos are consistently branded, helping with workloads and sharing video files or projects that can be repurposed for region-specific content.

"Through this combined effort we can work stronger as a team and therefore build a stronger vision for what IDGC video should be," he added. "From our editorial work we are making great strides to understand and leverage our analytics, which then shines a light on how we fit into the competitive landscape and informs us how we can provide better video for our audience."

For the past few years, members of the U.S. team have attended one of the largest trade shows for video and audio professionals to learn what's new in the field and to share insights. In addition to Murray, the crew traveling to NAB in Las Vegas last month included B2B Video Director and Editor **Christopher Hebert**, B2C Video Director and Editor **Dan Masaoka**, Senior Correspondent **Martyn Williams** and IDG U.K. Multimedia Editor **Dominik Tomaszewski**.

"This year we had an eye toward the ways we can make sure our editorial content gets a worldwide reach," Murray said. "This includes understanding current trends in how people consume media as well as how we can put production processes in place — such as closed captioning — that help out this effort. We also focused on making sure we have the right gear for the job since we have varied production needs, and there is nothing better than actually getting some time to try out new products."

After the show, the group returned to IDGC's San Francisco office and developed a collaboration action plan. This will include continuing to share insights and findings for production through the regular interaction, and now scheduling conference calls every month or so to track business goals and have more in-depth discussions.

*The video crew had a quick meal at White Castle in Las Vegas; don't ask how it tasted. (L-R): B2B Video Director and Editor **Christopher Hebert**, IDG U.K. Multimedia Editor **Dominik Tomaszewski**, B2C Video Director and Editor **Dan Masaoka**, IDG Editorial Video Director & Photographer **Adam Patrick Murray** and Senior Correspondent **Martyn Williams**.*

"Understanding the competitive landscape and how we best fit in it is an ongoing journey, and one that we take very seriously," Murray said. "All of us have a strong commitment to making fantastic video at IDGC."

Write to Adam Patrick Murray. ■

Video collaboration goes global

IDGC Editorial Director/U.S. & U.K. **Matt Egan** would like to expand the video production group to include colleagues from other IDGC offices. "The goal of the video group is to share best practices and strategy, align technology and process, and make the best use of combined resources. This is what every business unit is striving to do in a OneIDG world. I tip my hat to the teams from London, San Francisco and Framingham for their positive and proactive approach to working as one. We'd love to involve other teams and individuals from around the globe, because everyone benefits from greater collaboration.

"Video is the perfect OneIDG project, and it's an extension of everything we do, from demand gen to marketing, custom to events. Video isn't an online medium, nor is it tied to a website brand. It allows us to get outside our borders on to social and digital platforms, networks and beyond. And video transcends language and geography: footage captured in one location is valuable in every location and should be available to all.

"We're going to be reaching out to video colleagues across the business units, but if you are involved in video production, please get in touch!"

Write to Matt Egan.

Domo has been a business intelligence game changer for Strategic Marketing Services

This June marks the two-year anniversary of IDG Strategic Marketing Services' decision to forever change the nature of client interaction by implementing Domo as its business intelligence and analytics reporting platform.

"This was not just a new process and tool; it signaled a culture change and a fundamental shift in the way we did business," said Director of Insights and Performance Marketing **Gordon Plutsky**. "It increased SMS's ability to be customer-centric and deliver world-class marketing experiences."

Before adopting Domo, SMS would deliver program reporting to a client via static Excel spreadsheets sent by email either biweekly or monthly for larger programs. Once the month was over, it could take several days to multiple weeks to manually compile all the information from various web, social and advertising platforms. By the time a client received the report, it contained data that could be four to six weeks old. There were not any real-time insights, and any program optimizations were being made on old data. In many cases, it was too late to do anything about it.

Now, with Domo, SMS provides an online dashboard with all relevant information presented in a visually appealing manner using charts and graphs. The SMS analytics team can tell a story rather than send a dense file of numbers to advertisers. And, Domo connects disparate marketing platforms such as Google Analytics, Facebook, DFP, Nativo and LinkedIn into one comprehensive dashboard for the client. These connections are live, so the data can be updated daily, or more often if needed.

The client gets either a link to a read-only slide show or a login to be able to filter the data (by date or other variables) and download the data as an Excel or PowerPoint file if needed.

Feedback from clients has been universally positive, according to Senior Manager, Analytics & Insights **Ryan Fernandez**. "Conversations with clients have shifted from 'how many impressions did you deliver' to a more cohesive and open dialogue around optimizations, learnings and recommendations for future campaigns. The access to real-time data allows for an agency and SMS to work in tandem, providing clients with our analytics experts in each of their disciplines, something that wasn't the case just a few years ago."

Ultimately, the move to Domo made the SMS team nimbler and able to improve and optimize programs in real time, Plutsky added. "We've saved thousands of labor hours per year, giving the Program Management team more time to deliver service that wins compliments from clients on a regular basis. Another benefit is the ability to create data sets of all our program data such as website traffic, paid social, display and custom ads. This provides the ability to build benchmarks across products and regions and sets the stage to do predictive analytics."

In addition to the U.S., SMS teams in the U.K., Germany, Sweden and Asia/Pacific are using Domo. Based on SMS's success, other departments within IDGC have adopted Domo, including Events, Editorial, Marketing and the International Controller's Office.

To learn more, contact Gordon Plutsky. ■

Key players lend insights for clients

Director, Marketing Intelligence **Bridget Cammerata**; Senior Manager, Analytics & Insights **Ryan Fernandez**; and Marketing Data Analyst **Suvid "Vid" Tubtimcharoon** are the members of the SMS Applied Intelligence team.

Cammerata

They provide the insight, reporting and analysis for all of the programs that are executed by SMS. This can include custom-content websites, social media, podcasts, videos, display and native advertising and just about anything the SMS team can create. "They create the Domo dashboards, but more importantly provide the insight to clients on the performance of their integrated programs and suggest optimizations to the program management team," said Director of Insights and Performance Marketing **Gordon Plutsky.**

Fernandez

In addition to working on all of the custom work in the U.S., they are often assigned to large IDG Global Solutions campaigns being executed by SMS globally.

Tubtimcharoon

IDGC programmatic managers, IGS staff discuss processes, strategy and client service

A delegation of programmatic managers from the U.K., Germany and Sweden, as well as representatives from IDG Global Solutions, gathered for a three-day meeting in London that was held alongside the IDGC Third Party & Ecommerce meeting in March.

Led by U.K. Head of Programmatic **Sarah Lavery**, the meeting reviewed FY18 Q1 financial performance, and regional breakdowns of RTB real-time bidding (RTB) and private marketplace (PMP) revenues.

David Nguyen, IDG Germany's senior yield and programmatic advertising manager, led a discussion on the latest RTB initiatives, such as setting up sell-side platforms (SSPs) and performance by partners. IDG U.K. Platforms Manager **George Bouras** talked about yield-boosting successes with multiple SSPs involved in header bidding, and the possibilities there for not just display but video, page skins and other third-party demand partners. He also introduced Amazon's server-side solution.

A hot topic was the FY18 roadmap and where IDGC could increase its revenue streams; native and video programmatic solutions were identified as key opportunities.

EMEA Head of Ad Ops **Richard Bailey** explained tactics to improve the viewability of ad units, and with some real-time digging solved a few viewability mysteries during the session.

U.K. Data Manager **Chris Brown** talked about programmatic data strategies, including keys trends in market such as GDPR; an update on IDG's global data management platform, Bluekai; and the challenges around using first- and third-party data commercially.

On Day Two, IGS program coordinators **Dean Geary** and **Philip Suller** joined the group to learn more about operational processes and the latest programmatic technical platforms.

On Day Three, IGS President **Neil Michael** and Head of EMEA Sales **Christian Drake** joined a session on PMP best practices. IDG Sweden Revenue Manager **Markus Ekberg** led a presentation on the Top 10 European accounts for PMP and the tactics and strategies for winning these from traditional and new sources.

There followed wide-ranging discussions on account mapping, and programmatic processes and strategy, plus a long look at the global rate card.

*(Back, l-r): **Sebastian Woerle** (IDG Germany), **Christian Drake** (IGS), **George Bouras** (IDG U.K.), **Chris Brown** (IDG U.K.), **Lina Vikman** (IDG Sweden), **Elad Gargi** (IDG Germany), **David Nguyen** (IDG Germany), **Neil Michael** (IGS). (Front, l-r): **Laurence Salah** (IDG U.K.), **Markus Ekberg** (IDG Sweden), **Sarah Lavery** (IDG U.K.), **Richard Bailey** (IDGC EMEA) and **Simon Jary** (IDGC U.K. & U.S.).*

"The meeting was extremely valuable and demonstrated the increasing need for IDGC to be joined up in our approach to this area of our business," Drake said. "We must recognize that our customers want to buy inventory through programmatic channels and ensure that we are actively in front of them discussing how we can help them do that. The meeting helped start to define this strategy in providing customers with the right level of product consistency, pricing, scale and quality."

Lavery called the gathering "hugely beneficial. It gave programmatic teams a chance to come together with peers to understand the common challenges and learn from successes. As a result we came away with a specific set of action points. Everyone was engaged and committed."

"Programmatic is such a key part of our commercial business that we need to meet more frequently and have as centralized as approach as is appropriate," noted Third Party Board lead and U.S. & U.K. Publishing Director **Simon Jary**. "Without a properly considered and constantly monitored strategy we are leaving dollars, pounds and euros on the table.

"If we build on each others' success and present a consistent programmatic framework and pricing structure for clients, we will undoubtedly grow our revenues here even higher," he added.

Write to Simon Jary. ■

noteworthypeople

Promotions

Fleckles

Previously account manager for IDG Communications' Growth Sales, **Jason Fleckles** has been promoted to account director, Core Sales. "Jason has closed the most new business since Oct. 1, brought in several new clients who now exceed $150,000 in account spending, and has achieved more than 100% of his goal for six straight months," said SVP/Sales **Sean Weglage**. "He's had a series of successful roles during his nine-year IDGC career and consistently delivers results while being a team player and keeping a positive attitude." jason_fleckles@idg.com

Crossland

In related IDG Communications news, Account Director **Stephanie Crossland** moves from Growth to the Core Sales team. "Stephanie has been a valued member of the IDGC sales team for the past nine years," said SVP/Sales **Julie Ekstrom**. "She is expert at cultivating deep, strategic relationships with her accounts, knows how to embrace change, and will be a tremendous asset to the Core team." stephanie_crossland@idg.com

Eckenfelder

Also at IDG Communications, Account Coordinator **Lauren Eckenfelder** has taken on an expanded role as account development rep. "Lauren is an extremely valuable and dedicated member of the sales team who is able to wear many hats at the same time while working quickly, but efficiently, to complete the task," said Sales Operations & Support Manager **Bethany Whiffin**. "With her vast knowledge of IDG products and processes, her new role will suit Lauren's background nicely. It will allow her to work more closely with the Core Sales team to get increased traction in the field with clients and drive more revenue." lauren_eckenfelder@idg.com

Sarkar

IDC MEA Senior Account Manager **Priyanjali Sarkar** has been promoted to sales manager. "Priyanjali has been highly instrumental in expanding our client foot-print beyond the traditional IT partners," said VP/Conferences **Ronita Bhattacharjee**. "She has shown an exemplary commitment to her role by offering out-of-the-box solutions to convert difficult projects and win sales bids. Her positive energy, dedication and in-depth knowledge of the various go-to-market services as well as operational processes has helped us to get repeat business from vendors." psarkar@idc.com

Shah

IDC MEA Senior Sales Manager **Prateek Shah** has been named sales director. "In his new role as head of research and advisory sales, Prateek oversees all business development activities related to IDC's subscription, trackers, and consulting/GMS products to both, vendors and end-user customers in the MEA region," said Group VP and Regional Managing Director **Jyoti Lalchandani**. "He has been one of our most consistent and effective sales leaders, with a focus on collaboration, attention to quality (proposals), and building strong customer relationships. Since his appointment, we have seen a dramatic shift in regional business results." pshah@idc.com

IDC South Africa Senior Conference Specialist **Eileen Gengan** is now conference manager.

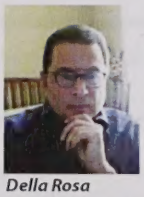
Gengan

"Conferences in South Africa have increased four times since Eileen joined IDC five years ago," said Conference Director/Africa **Deepa Ahuja**. "Her superb project management skills ensures a flawless execution of the deliverables with consistent performance event after event. Eileen has also managed the margins very efficiently and has been involved in defining the event agendas by meeting CIOs, securing neutral speakers and affiliations that help to raise the profile of IDC events in South Africa." egengan@idc.com

New employees

Towne

After spending the past 10 years running a financial services firm focused on the futures and foreign exchange markets, Sales Director **Paul Towne** has joined **IDC**'s Enterprise Financial Sales team. He has a degree in political science from the University of Massachusetts/Boston. A supporter of entrepreneurs and small business owners, Paul enjoys "extolling the virtues of vinyl compared to digital music, traveling, and spending time with my wife and our two loving children, who regularly demolish our house, eat all of our food and never let us sleep." ptowne@idc.com


Della Rosa

IDC's IDeAS group welcomes Research Director/Cloud and SaaS **Frank Della Rosa**. He most recently ran his own research-based consultancy and previously was principal consultant for Edge Strategies. He has an M.S. in management from Hult International Business School. Frank is a vocalist and a bass player and enjoys time at the gym, running and trips to Cape Cod. fdellarosa@idc.com

Artigliere

Recently a senior analyst in TBR's professional services practice, Consulting Manager **Stephanie Artigliere** joins **IDC** Custom Solutions. She has a B.A. in Economics & Business and English from Lafayette College in Easton, Penn. Stephanie teaches a fitness class and enjoys outdoor activities including hiking with her dog and deep-sea fishing. sartigliere@idc.com

Correia

Event Content Specialist **Caroline Correia** joins **IDG Communications** after working as assistant director of donor relations at Suffolk University. She has a degree in public history and museum education from Hampshire College in Amherst, Mass. Caroline is a fiber arts teacher and specializes in hand-spinning wool and, at an earlier teaching job, lived in Alaska just below the Arctic Circle. caroline_correia@idg.com

Cosmo

IDG Corporate Services Group welcomes Senior Compensation Analyst **Catherine Cosmo**, who had been an executive compensation and benefits analyst for UMass Memorial Health Care. Previously she had spent 20 years at Hewlett-Packard in compensation roles. Catherine studied business at Fisher College in Boston, enjoys yoga and gardening, and hopes to learn to golf one day. catherine_cosmo@idg.com

All business units may send information for the Noteworthy page to world_udpate@idg.com.

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GPS

What's the volume of IDGC U.S.' partner marketing business?

ML: To date, GPS has contracted with more than 60 different companies in FY18 and we have already exceeded the total revenue booked in FY17. This success is a result from several factors including:

• We are further establishing ourselves as a go-to marketing services provider for many strategic accounts and working with more partners at some of these companies that we have in the past. It's nice to see companies coming back to work with us on more partner programs year after year.
• There is a greater amount of collaboration happening than ever before with all our sales teams (Growth, Core and Corporate). For example, Global Partner Solutions Account Manager **Beth Fitzgerald** has recently put 100% of her focus on sales and has been working closely with the entire Growth team. As a result, we are seeing a lot of net-new business opportunities surface.
• Companies are putting a larger emphasis on their partner community than in previous years. This inevitably creates more marketing dollars for us to go after.

Could you give some examples of what kinds of services you've provided for some recent clients?

ML: GPS works in a very consultative manner with our clients. As a result, the program types and size vary dramatically. Often a client needs something as simple as a white paper with leads and other times we may get a request for a large integrated program with various marketing elements. When a large RFP arises, IDGC is a strong position to win the business based on our market dominance, industry-leading brands, portfolio of service offerings and our access to talented program architects who will develop a program that many of our competitors simply can't.

To what extent have IDG business units outside the U.S. been involved in alliance marketing over the last year or so?

ML: Partner/Alliance Marketing is an area that all IDG business units touch on some capacity, and certain markets have put a greater emphasis on this area than others. In particular, Christina Carstensen leads GPS efforts for IGS EMEA and has been gaining a lot of traction with growing GPS in Europe. IDG Australia and New Zealand's ARN and New Zealand Reseller News have an established partner/channel business and recently launched successful Partner Marketing Workshops. [Read about the Sydney workshop here and here and the Auckland workshop here.]

How will the rebranding impact IDGC outside the U.S.?

JF: As I mentioned above, we continue to look for opportunities to reinforce our global OneIDG message. and this was a perfect example. While there are always unique market pressures in local markets, our research during this process found that the overall needs and goals of our partner/alliance marketing customers is similar across all markets. This made it very easy to develop a global brand and message that all IDG teams can use. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company May 7-13.

27
Chris Norman *IDG U.K.*

21
Matthew Bennett *IDG U.K.*

17
Cheryl Sleeman *IT World Canada*

16
Rosa Peñalva *IDC Latin America*
Giacomo Laurini *IDC Italy*

15
Kyoung-Min Kim *IDC Korea*

14
Anna Boulware *IDG Communications*
Norihiko Seki *IDC Japan*

13
Marina Kostova *IDC Bulgaria*
Koichi Sato *IDC Japan*

12
Svetlana Barbarawi *IDC CEMA*

11
Umesh Divakraran *IDC CCR*
Dianna Pelaez *IDC Middle East & Africa*

10
Rathina Sabapathy *IDC CCR*
Jayanthan Selvaraj *IDC CCR*
Adil Shahzad *IDC CCR*
Jasmine Kim *IDG Korea*
Mitsuhiro Iriya *IDC Japan*
Hirotoshi Asano *IDC Japan*

8
Jason Cross *IDG Communications*
Venkatesh Mahale *IDC CCR*
Christian Lachawitz *IDC CEMA*

7
Nagendra Shenoy *IDC CCR*
Christian Glas *IDC Germany*
Radan Dolejs *IDG Czech Republic*

6
Kate Hoy *IDG Connect International*
Dan Swinhoe *IDG Connect International*
Eiji Ishida *IDC Japan*
Florian Kurzmaier *IDG Germany*

5
Mark Hachman *IDG Communications*
Eileen Gengan *IDC South Africa*

4
Lilibeth Sangalang *IDC Malaysia*
Nikki Bayiates *IDG Communications*
Caroline Johal *IDC U.K.*
Sophia Katherina Russi *IDC Germany*

3
Adjani Nicholson *IDC Communications*
Greca Daniel
IDG Corporate Services Group
Jinjoo Lee *IDG Korea*
Dusan Hanzel *IDC CEMA*

2
Shaily Shah *IDC Singapore*
Paolo Maria Consunji *IDC Philippines*
Eric Yasis Perdigones *IDC Philippines*
Claire Fairbrother
IDG Global Solutions EMEA
Essi Heiskanen
IDG Global Solutions EMEA
Marta Pinto *IDC U.K.*
Jakub Belik *IDC CEMA*
Dmitry Gavrilov *IDC Russia*
Natasha Loughery *IDG Australia*

1
Shoba Krishnappa *IDC CCR*
Swagata Sen *IDC CCR*
Maria Maydell *IDG Connect International*
Julio Pereira *IDC Brazil*
Hannah Breeze *IDC U.K.*
Dennis Pedersen *IDC U.K.*
Monazer Rashid *IDC U.K.*
Jaroslav Gorner *IDC CEMA*
Manish Ranjan *IDC Middle East & Africa*
Rich Wills *IDG U.K.*
Bernadette Schmidmeier *IDG Germany*

unsunghero

Barbara Hall

Associate VP, Operations and Product Management

IDC Canada

IDC Canada VP/Finance & Operations ***Chris Sulllivan*** *recently nominated Barbara Hall as an Unsung Hero. "Having recently celebrated her 20th year with IDC Canada, Barb's extensive knowledge of the company's operations and relentless attention to detail has made her the go-to person for an abundance of responsibilities. From training new staff members to managing customer events, we count on Barb to deliver high-quality outcomes on time and budget."*

Home
Burlington, Ontario

Primary job responsibilities
- Marketing/product management/content management /events.
- IDC Canada website content/design.
- Subscription research publishing process management.
- HR admin/support (including service awards and team player award coordination).
- New employee onboarding/training; analyst training/support.
- AskIDC inquiry desk management.
- Knowledge management tools/training/support.
- Other (extended leadership team, joint health and safety committee, United Way employee campaign, customer experience team, new office transition team).

What I love most about my job
Every day is different, and there are always lots of problems to solve. (It's a good thing I like solving problems!) IDC is my second family, as I've kind of grown up here.

A hot-button issue I'm dealing with on the job
Doing multiple roles with less support, when everyone wants you to do more things, at an even faster pace. I recently took over the entire marketing function for Canada on top of my existing responsibilities. It's been a great learning experience, and I know there's so much more we could be doing (with unlimited time and resources, of course).

What I would love to talk about with my colleagues at other business units who have this job
If you can find someone that does exactly what I do, I'd love to talk to them about how to juggle so many balls without dropping them. I think I have a pretty unique role.

Latest accomplishments
Ran a successful, sold-out IDC Directions 2018 Canada event on April 26. Redesigned the IDC Canada website in a month, with help from the IDC team in Prague.

CRISTINA SANTANDER

Barbara Hall *joined IDC Canada as a contractor in 1997 and became a full-time employee in 1998.*

Career highlight
I had the highest number of subscribed clients to a Canadian CIS (research program) in 2004, before I transitioned into an operations role.

What I'm doing to be a better employee
I always try to help my colleagues so they can be more productive.

Interests outside the office
I love puttering in the yard when the weather is nice, along with my helpful Labrador, Murphy. My husband, Murphy and I enjoy countless walks along the lakeshore and beach of Lake Ontario. (Well, some of us stay on the beach, while others insist on going for a swim and fetching sticks in the lake.) When we're not enjoying the great outdoors, you'll probably find us in a hockey arena cheering on one of our two teenage sons.

What others can't tell just by looking at me
I know enough code to be dangerous on a website, and I'm more tech savvy than I look. I've been fishing since I was two years old and usually catch a whopper every summer. I can also morph into a rowdy hockey mom in the blink of an eye.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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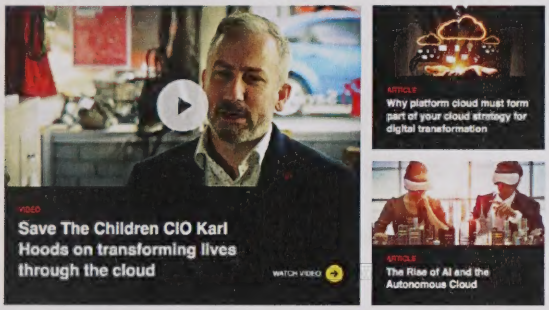
IDG Communications' social media business is on the rise

Cloud Mentors



IDG Strategic Marketing Services' efforts have led to the global growth of social, pursing a data strategy with IDG Connect, and paving the way for the future of influencer marketing and custom programs tied to content.

SEE MORE ON PAGE 3

Also inside

CIO Executive Council in Spain hosts U.S. speaker

IDC China hosts Directions in Shenzhen

The view from IDG Germany: GDPR demands a data privacy mindset

Promotions from IDC's IT Executive, Software, Services and Industry Research groups.

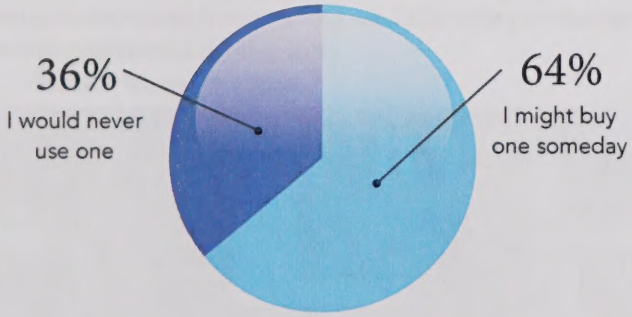
SEE MORE ON PAGE 7

IDG Benelux's Sander van der Meijs beats the heat at the London Marathon.

SEE MORE ON PAGE 9

Question of the week results

Would you buy a dashboard camera for a personal vehicle?



Log on to www.idgcentral.com to vote on this week's question:

Do you carry an umbrella to the office?

CLICK HERE

IDC Nordic takes IoT on the road

*IDC Nordic hosted the Internet of Things 2018 conferences in Copenhagen (April 17) and Stockholm (April 25) for more than 100 participants at each locale. Research Manager **Anders Elbak** talked about emerging trends within IoT and how to leverage these opportunities. (L-R): Account Manager **Gian Carlo de la Paz**, Conference Director **Thomas Karlsson**, VP/Integrated Marketing Programs & Events **Charlotte Thygesen Poulsen**, Marketing Executive **Maren due Olsen** and Conference Manager **Jakob Jantzen**.*

CIO Executive Council in Spain welcomes speaker from the U.S.

Fernando Munoz, vice president of the advisory board of IDG Spain's CIO Executive Council (far left, glasses) with CEC Spain members and IDG Spain Country Manager ***Manuel Pastor*** *(center, back row).*

The CIO Executive Council in Spain held its first meeting of the year recently with a guest speaker from the U.S. Steven John, CIO of AmeriPride Services, was one of the founding members of the CIO Executive Council in the U.S.

An advisory board member of the council for many years, John spoke about the CEC's new competency-based framework, The CIO Journey to the Corporate Officer. He also visited the offices of IDG Communications in Spain and gave an interview to the editorial staff of ComputerWorld and CIO Spain, which included a video posted on the CIO Spain site.

"We are very excited when CIOs from the U.S. are able to visit the Spanish hub of the council," said IDG Spain Managing Director **Manuel Pastor**. Four took part in a panel last year. "Being able to participate in knowledge-sharing with CIOs from other countries in a peer-to-peer environment is very valuable for the Spanish members of the CEC."

The mission of the CEC in Spain is to facilitate interaction between the country's most prestigious CIOs while contributing to their professional development.

Write to Manuel Pastor. ■

IDG Spain Editor ***Nerea Bilbao*** *interviewed AmeriPride Services CIO Steven John in late March.*

Directions in Shenzen increases IDC brand awareness in region

For the fourth consecutive year, IDC China kicked off its Directions conference season with a half-day program in Shenzhen. The more than 200 attendees from mainland China and Hong Kong included tech vendors and buyers, investors and government representatives.

IDC China Managing Director ***Kity Fok.***

"Compared with 2017, we have increased the proportion of local speakers, aiming to further enhance the integration between globalization and localization," said Marketing Communications Manager **Elly Hao**. "We also secured more attendees from Hong Kong to expand the event and increase brand awareness among multinational corporations that have their Asia/Pacific headquarters in Hong Kong."

Featured speakers and topics included IDC China Managing Director **Kitty Fok** (Digital Commerce), IDC VP and Chief Analyst **Lianfeng Wu** (Blockchain), IDC Asia/Pacific VP **Chwee Chua** (Artificial Intelligence), IDC U.S. VP **Rick Villars** (Datacenters & Cloud), IDC A/P Managing Director/Financial Insights **Cyrus Daruwala** (FinTech Update), IDC China Senior Research Manager **Henry Yan** (China Smart Cities) and IDC China Assistant VP **Antonio Wang** (Future of Work).

The Beijing conference on June 6 will mainly focus on the China market and involve more local IDC China analysts.

Write to Elly Hao. ■

IDC Asia/Pacific VP ***Chwee Chua.***

IDGC's social media business is on the rise

Strategic Marketing Services offers to use global social strategy to support other teams

During the past year, IDG Strategic Marketing Services has taken a concerted and multi-pronged approach to growing IDG Communications' social media business. The group's efforts have led to the global growth of social, pursing a data strategy in collaboration with IDG Connect, and paving the way for the future of influencer marketing and custom programs tied to content.

In the U.S., for the period Oct.-Feb. FY17 vs. FY18, social revenue for SMS is up 300% for IDGC's paid social, influencers programs, twitter chats and crowdsourced content.

Social Media Director **Ginevra Adamoli** joined IDGC full-time in 2016 after working for a couple of years as a consultant. Around that time, IDGC offered some 15 different social media products, and sales teams were unsure of what was available and how best to sell them. Adamoli, in partnership with the SMS sales enablement team, pared down the offerings to a set of core products and launched paid social ads ("SMart ads"), which started fueling social media growth. These are native ads that appear on Facebook, LinkedIn and other social platforms. The "smart" term is used because the ads tap into IDG's first-party customer data.

***Ginevra Adamoli** is based in Tallahasee, Fla.*

Much of the social revenue increase in the U.S FY17-18 is attributed to a significant growth in SMart ads. "We want to reach IT decision makers wherever they are and whenever they are, and increasingly, that's on social platforms, where we can create something that is socially engaging," Adamoli said.

Click-through rates for SMart ads are much higher than for display ads, she noted, and time spent on website content from SMart ads visitors is high, around two minutes. "We're not just creating engagement on the actual ads, but we are driving quality traffic to our sites. We are targeting the right audience with content they seek out."

In addition, IDGC guarantees clicks rather than sell them on a CPM basis. "That's very appealing to clients, as they like to get that solid guarantee on clicks, which ensures their content is being consumed and acted upon," Adamoli said.

SMS has been working more frequently with IDG Connect and VP/Data Strategy **Neil Glass**, taking a lot of the data about buyer intent and surging content topics and injecting that data into SMart ads targeting. "We'll see interest in a topic [through how a reader consumes content on an IDGC site], and we can target those people on social platforms," said **Gordon Plutsky**, director, Insights & Performance Marketing. "We can also connect social targeting to our BlueKai data management platform to target the same segments as we do with display ads."

***Gordon Plutsky** is based in Framingham, Mass.*

One example of SMS and Connect working together is the new Social eGuide product just released to the sales team. It combines traditional demand gen with a new LinkedIn product that allows IDGC to collect leads for a client with sponsored content on the popular platform.

Community building

While SMart ads will always be good business in concert with IDGC's data strategy, Plutsky said, the team is working to expand influencer marketing by integrating it into other aspects of the business, including content, events and social. Through influencer marketing, IDGC helps clients engage current and potential customers off the IDG platform.

"Clients come to us to deepen their relationships with IT decision makers, and we can help them by establishing them as thought leaders on social channels," he said. "While they can talk about themselves on their own communities, it is more effective if leading IT thought leaders are part of the conversations. And research suggests that people are influenced on purchasing decisions by influencers. We help clients diversify their voice and establish them as a thought leader."

IDGC recently re-launched the IDG TECH(talk) brand do just that. The channel has been used for social ads and community building, including Twitter chats. Guided by a moderator and a guest speaker and supported by a sponsor, each IDG TECH(talk) is organized around a specific topic and currently draws anywhere from 50 to 120 participants per session, while its social ads average a click-through rate of 1.5%. CIOs, IT directors, independent

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Social

reporters, influencers and analysts make up the large community, which has grown organically and proved so popular that clients are coming to IDG asking to participate.

"Clients really value the synergies and return-on-investment they've gained from TECH(talk)," Adamoli said. "They're making connections with the participants and can follow up later to nurture the relationships. That's where we see growth for the client."

IDG TECH(talk) is continuing to expand into EMEA and APAC — Computerworld U.K.-branded Twitter chats launched in March — in an effort to socialize content in such a way as to engage key audiences through, for example, video, audio and social channel take-overs.

Global growth

To spur growth in Europe, about a year ago IDG SMS hired a dedicated social media manager to be based in London to work with IGS and all of IDGC's businesses across EMEA. and, under Adamoli's direction, make the role more global in scope. EMEA Social Media Manager **Hannah Davidson** joined the company to spearhead a more consistent social media effort.

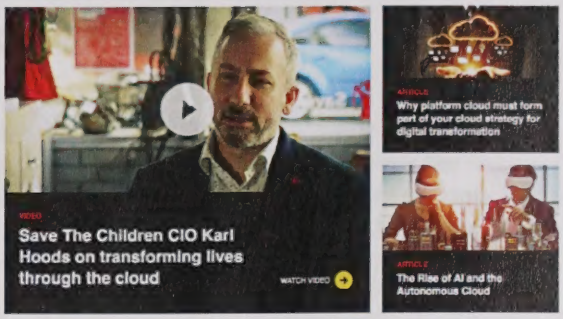
***Hannah Davidson** is based in London..*

"We need to offer social services that are localized, but also, when we do global campaigns that involve multiple countries, there should be the same look and feel. It is about brand consistency" Adamoli said. "We're also helping the sales teams better understand social; they are now able to see the power of those kinds of campaigns and anticipate client needs."

Currently, the company is on pace to see a 30% increase in sales for IDG U.K., led by Hannah Davidson. IDG Sweden is also seeing an increase in social requests around SMart ads, and Germany's program is building momentum, Adamoli said. "In addition, we successfully partnered with IDG's licensee in France, IT News Info, launching our first SMart ad campaign there. This is a core market for IGS in addition to the U.K. and Germany."

Having a consistent global social strategy also extends to supporting other teams at IDG Communications. On the editorial side, Adamoli has been working with Community Editor **Michelle Davidson**, who is doing an audit of the brands social media sites, identifying opportunities and

Cloud Mentors



A recent campaign for Oracle was a particularly effective integrated program tied to content that had high video engagement.

weaknesses, and testing the best ways to help drive traffic to the brands' sites from their social pages.

"We are in the process of revitalizing these social brands, which have massive followers, while leveraging their influence for new revenue opportunities," Adamoli said.

In terms of supporting events, Hannah Davidson is working with colleagues in Germany, the U.K. and Sweden to look into sponsorship packages that will help amplify an IDG event. While they are probably about a year from targeting any specific events, they're planning how this strategy might work.

Integrated strategic programs based on original content are also an important part of the social media mix. "We are doing a good job of productizing things like SMart ads, but many clients want customized programs," Plutsky said. "We plan to get Ginevra and Hannah more involved early during client meetings so they can scope out how to create specific programs for each client."

One example of an effective integrated program tied to content was led by Global Head of Creative Strategy/ SMS **Justin Ellis**. The goal was to humanize Oracle, and part of the program involved bringing in CIOs from charitable organizations such as Save The Children and show how they are using technology to enhance people's lives. Ellis developed a digital user experience around increasing awareness of Oracle as an Internet-as-a-Service provider. To amplify the message socially, IGS created 30-second social teaser videos, put them on social brands and created smart ads. Video engagement turned out to be one of IDG's best-performing campaigns.

"We are morphing social from being an SMS asset to being an IDG Communications center of excellence," Plutsky said. "Anywhere we can plug in our specific skills to help the business — as we have with IDG Editorial, IDG Events — we would be happy to contribute."

Write to Gordon Plutsky or Ginevra Adamoli. ■

IDG and GDPR, part 4

The view from Munich: GDPR demands a data privacy mindset

IDG Germany SVP/Strategic Marketing Services & Chief Technology Officer ***Stefan Huegel*** *contributed this article, the latest in a series on how IDG is preparing for the European Union's General Data Protection Regulation (GDPR), which goes into effect May 25.*

The previous articles of this series showed what is happening at different IDG business units worldwide to get to GDPR compliance. It is especially impressive to see what massive technological efforts **Thomas Alexander**, VP/Engineering of IDG Communications U.S., and his team have taken to build out OneReg and Hermes, which are essential parts of the IDG central customer data platform that form a prerequisite to acquire, retain and process data in a GDPR-compliant way.

And yes, GDPR consists of a comprehensive set of rules and technical requirements for managing and processing personal data. For instance, every organization will have to implement privacy-by-design data protection mechanisms and maintain internal records of their processing activities.

Huegel

Still, it is important to understand that the regulation demands measures that go beyond mere technological aspects. It takes a structured and holistic approach and an interdisciplinary team effort that forms the right foundation for successfully achieving GDPR compliance and gains control of IDG's master data as a result. In this article I want to share some insights into IDG Germany's strategy towards GDPR.

Accountability becomes a principle

Despite the fact that, as a country, Germany is commonly considered to be the homeland of data privacy, preparing for the GDPR for German companies has not been easy. But transitioning to being GDPR-compliant has been less of a challenge for the German data, media and services business than it is in many other countries. In fact, the ramifications of the regulation have been major topics in the media in Germany for nearly two years, and ever since then the IDG Germany team has been working diligently to prepare to live up to it.

The GDPR introduces the principle of accountability, which is the epicenter of the entire legislation. The concept is not new in data protection, but for the first time it is an explicit, freestanding principle. The principle of accountability goes beyond compliance with the data protection principles, as it implies a cultural change in attitude towards data.

In this respect, accountability needs to be incorporated within an organization, requiring a cultural and organizational shift, and companies need to take a methodical approach toward compliance.

GDPR is a team effort

The first and probably most essential step towards changing the data privacy mindset at IDG Germany was the appointment of an external data privacy officer (DPO) to get in line with the new law.

Back then the upcoming regulations had been very vague, but the mission of the local GDPR agenda was clear: transparency on how IDG collects, stores and processes user data.

Transparency in this context is not restricted to the data subject's — aka the user's — right to learn which bits of personalized data IDG keeps and for which purposes this data is processed. It also includes onboarding employees so they understand the various aspects of GDPR and raising their awareness about the importance of handling data in a compliant way, in other words: to become accountable as an organization.

IDG Germany has institutionalized data accountability and formed a GDPR working group to work toward the GDPR deadline. The team consists of 12 individuals who each represent a team in the Munich organization. So, sales has its GDPR ambassador sit in the working group as well as SMS, finance, HR or any other team that handles personally identifiable information.

> "Accountability needs to be incorporated within an organization, requiring a cultural and organizational shift, and companies need to take a methodical approach toward compliance."
> -- *Stefan Huegel*

The ambassadors not only work jointly toward GDPR compliance but are also responsible for ensuring that 1) GDPR knowledge is shared among their team

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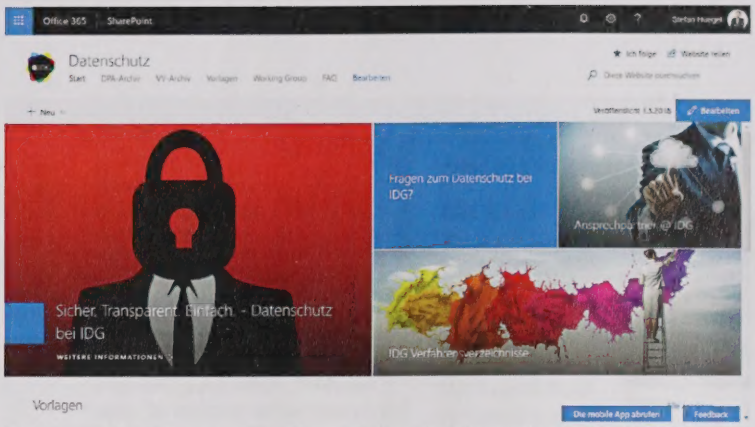
GDPR

colleagues and 2) that basic processes of data generation, processing and storage within the scope of the team's work underlay the basic principles of the regulation. Teams report into and are directly supported by the DPO.

The outcome of the working group exceeds the obvious goal of meeting the GDPR deadline of May 25, 2018. In fact, it has already resulted in a change of the data privacy mindset in all local teams. And it has set the right foundation for setting up a governance structure with principles, processes and systems that supports GDPR compliance for the future. The result will include guidance for compliance to laws and regulations by means of document templates, policies and processes.

> "It is easy to view GDPR as just another compliance challenge, but a data-privacy-friendly culture can play a crucial role in ensuring that everyone in the organization contributes to becoming GDPR compliant."
>
> *- Stefan Huegel*

The way data is processed obviously does not only depend on user behavior and mindset but also on IT infrastructure and usage of software and platforms in everyday work. The GDPR does not specifically mention technical requirements or measures to secure personal data. However, on the basis of commonly adopted security measures and trends in enforcement action by data protection regulators, it can safely be assumed that certain measures are indeed a requirement and should be followed by all IDG organizations.



IDG Germany has set up an area on Sharepoint for educating employees about GDPR. It will be available this week and includes background information about the upcoming regulation as well as the full list of GDPR ambassadors at IDG Germany and a FAQ.

Assessment to better understand required changes

The IDG Communications Global Technology Board has turned these requirements into an assessment checklist and made it available to all owned-and-operated IDGC business units. The list of requirements includes technical measures such as sufficient routines for incident management and reporting breaches to the data privacy authorities as well as organizational matters that address the mindset towards handling personal data. Vetting and training of staff, vendors, partners and suppliers is just as important as having a bring-your-own-device policy in place if you allow use of personal devices at work or a policy that bans personal emails for work purposes. The assessment has been a key asset for better understanding required changes and creating an action plan for compliance.

GDPR can appear complex and overwhelming at first. However, taking on GDPR doesn't need to be that difficult. It is easy to view GDPR as just another compliance challenge, but a data-privacy-friendly culture can play a crucial role in ensuring that everyone in the organization contributes to becoming GDPR compliant.

Write to Stefan Huegel. ■

Data transparency, security part of business practices

Compared to the heavy lifting many IDGC offices have had to go through to prepare for GDPR, IDG Germany's efforts to become GDPR compliant are surrounded by an air of calmness and pragmatism. The reasons for this vary, including cultural differences as well as Germany's stance on data privacy that is unique not only in the European Union but also worldwide. As a matter of fact, data transparency and security in media and advertising have been incorporated into business practices at IDG Germany earlier than in any other IDGC countries.

-- Stefan Huegel

More in this series

- Pan-IDG overview.
- IDGC's demand generation business prepares.
- IDGC Engineering U.S. consolidates data, upgrades systems.
- IDGG sales, marketing: leading from the front.

Click here for the series' home page.

noteworthypeople

Promotions

Bershtein

IDC Client Relationship Manger **Karen Bershtein** has been promoted to senior client relationship manager, IEP. "Clients value Karen's fast response times and tenacity in tracking down answers to their challenging inquiries, serving as a true extension of their internal research staff," said SVP IT Executive, Software, Services and Industry Research **Meredith Whalen**. "She has spearheaded several analyst group/CRM lunch and learns, and also project manages several key customer experience initiatives, working closely with IT and other teams." kbershtein@idc.com

Brown

Previously an **IDC** senior research analyst, **Victoria Brown** is now research manager, Global Supply Chain Execution. "Victoria launched and has built a robust supply chain practice within the retail group that include many clients new to IDC," Whalen said. "Clients are very positive about her research and the inquiry support she has provided. In her new role, she will take on additional responsibility for supply chain execution technologies in the manufacturing industry as well as retail." vbrown@idc.com

Close

IDC senior analyst, **Ali Close** is now research manager, Finance and Accounting, BPaaS and Analytics Services. "Ali has created a very strong brand as a guru in several areas involving finance and accounting business process outsourcing (BPO), procurement BPO, BPaaS, analytics, and increasingly on the topic of robotic process automation for outsourcing services," Whalen said. "She collaborates extensively with her colleagues in producing an array of different types of research and consulting deliverables. The result of this effort has been an expansion in her client base and increased custom work with key clients." aclose@idc.com

Jewell

IDC Research Analyst **Jordan Jewell** is now senior research analyst, Digital Commerce and Enterprise Applications. "Jordan has been an exceptional performer within the Enterprise Application area," Whalen said. "He has also carved out a niche within Digital Commerce software and will now focus on bringing new thought leadership to Digital Commerce in terms of the tie into the Digital Core, Intelligence and MarketScapes. jjewell@idc.com

Little

IDC Research Director **Gard Little** is now research VP, Global Services Markets and Trends. "Gard oversees a large and vibrant business that includes five programs," Whalen said. "He is an excellent coach and advocate for his team and shows a strong collaborative spirit across IDC. Last year Gard's team grew revenues by 19% and produced numerous DecisionScapes of all flavors, often launching completely new research areas to great success. Gard has excellent client relationships and is widely lauded for his skills in MarketScape execution by clients." glittle@idc.com

IDC Research Agenda Manager **Martha Rounds** has been named research director, IEP. "In this expanded role, Martha increases her strategic guidance for a growing number of adjunct analysts regarding their research vision, translating that agenda to a specific research plan, and ensuring timely and impactful publications," Whalen said. "In addition to her operational role, Martha contributes to a range of business development activities by guiding the development of IEP's monthly web conferences, preparing research assets for our marketing team and assisting the IEP sales team with high quality research assets." mrounds@idc.com

Rounds

IDC Financial Insights Senior Analyst **Karen Massey** is now research manager, Banking." Karen has raised the quality of the Financial Industry quantitative products," Whalen said. "In addition to getting the FI Guide in line with the overall IDC forecasts, she has continued to expand the number industry segments and industry specific technologies covered. Karen also leads the research process for our highly successful FinTech rankings. Clients are universally positive about working with Karen." kmassey@idc.com

Clarke

IDC Global Director, Smart Cities **Ruthbea Yesner** is now VP/Government Insights and Smart Cities. "Ruthbea has led the charge for the Smart Cities practice since the beginning and has turned this into a substantial, global business," Whalen said. "She has developed an agenda focused on policy, regulation, government digital transformation, transportation, and safety that has allowed IDC to take a leadership position in the market. Ruthbea is sought out by our largest government accounts as well as our established technology suppliers for her depth of understanding, and her market insight." rclarke@idc.com

Xiong

IDC Senior Research Analyst **Suya Xiong** is now research manager, IEP. "Suya has been instrumental in building out IDC's portfolio of MaturityScape Benchmark reports, collaborating with 11 different analyst teams and co-authoring those MaturityScape Benchmark reports. In her expanded role, Suya is assuming additional responsibilities for research deliverable and overall program fulfillment, while continuing to build-out her own, successfully proven research practice with our IT buyer clients." sxiong@idc.com

IDC's **Jessica Goepfert** has been promoted to program Vice President, Customer Insights & Analysis. "During Jessica's long tenure with the team, she has been instrumental in launching a series of successful data products," Whalen said. "Jessica is a highly creative thinker who is often able to spot the latest trends and translate them into new products for the team. In her new role, she will focus on expanding the Customer Insights 3rd Platform portfolio of global data products and will also take the lead in transforming and expanding 3rd platform coverage in our Insights and Wallet data products." jgoepfert@idc.com

IDC's **David Lantsman** has moved up to research manager, Customer Insights and Analysis. "David is well-regarded as the go-to person in the group when it comes to tackling the team's most complex quantitative and modeling needs," Whalen said. "For several years, his tools have been adopted across the group, enabling analysts to simultaneously do their jobs more efficiently and create higher quality products. David also consistently

continued on page 8

continued from page 7

Noteworthy

plays a pivotal role on several significant consulting projects for Accenture, Salesforce, KPMG. TechData and others." dlantsman@idc.com

IDC's Kevin Prouty has been promoted to group VP, Energy and Manufacturing Insights. "With this promotion, Kevin will assume the leadership of the Manufacturing Insights group, tasked with raising the market relevance of the research and creating new growth opportunities," Whalen said. "He has helped to build the worldwide contract base for Energy and has been instrumental in securing very large consulting projects with industry-specific vendors that haven't been traditional IDC clients. Kevin has made a substantial contribution to the overall success of the Insights groups in cultivating net new clients, and has worked with sales to add several new end-user clients." kprouty@idc.com

New employees

Gilbert

IDGC Marketing in Framingham welcomes Acquisition Marketing Coordinator **Jon Gilbert**. He was previously assistant director of marketing for enrollment management at Assumption College in Worcester, Mass. He has a B.S. in marketing from Plymouth (N.H.) State University. Jon is a big New England Patriots and Boston Red Sox fan and makes time for snowmobiling with his family, including a recent trip to Rangeley, Maine to ride the trails. jon_gilbert@idg.com

Sales Support Coordinator **Sophia Drambo** comes to **IDG Sweden** after a year as sales coordinator at Telenor; before that she spent 16 years at Telia. She has a degree in economics and marketing from IHM Business School and a marketing communications degree from Bergs School of Communication. A personal trainer, Sophia leads outdoor boot camps, enjoys sailing in the Swedish archipelago and cooking Thai food. sophia.drambo@idg.se

Drambo

Heneson

IDG Corporate Services Group welcomes Tax Manager **Lynnea Heneson**, who recently served as income tax manager at The TJX Companies. She has a B.A. in economics and a B.S. in accounting from Hartwick College in Oneonta, N.Y., and a master's in taxation from Bentley University in Waltham, Mass. In her free time Lynnea enjoys baking and reading. lynnea_heneson@idg.com

Kissel

IDC Research Director **Chris Kissel**, based in Phoenix, has joined the Worldwide Security Products group. He spent the past five years as a senior analyst for cybersecurity at Frost & Sullivan and has more than 12 years of experience in syndicated research. An avid reader and a golfer, Chris believes that "the more shots you hit, the better value you receive from your greens fee." ckissel@idc.com

PETER SHORT
Paquin

IDC Manufacturing Insights welcomes Research Director, IT Priorities & Strategies **Reid Paquin**. He was most recently director of industry solutions at GE Digital. He has a B.S. in mathematics and a graduate certificate in industrial statistics from the University of New Hampshire and enjoys sports as well as hiking, camping and other outdoor activities. rpaquin@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company May 1-6.

29
Brian Clarke *IDC*

27
Paula DeMeo
IDG Corporate Services Group

26
Trace Weatherord *IDC*
York von Heimburg *IDG Germany*

23
Karen Smalarz
IDG Corporate Services Group

20
William Xu *IDG China*

19
Nikolina Jurisic *IDC Croatia*

15
Linda Grier-Thomas *IDC U.K.*

14
Lynn Holmlund *IDG Communications*
Mitsuyoshi Nishimura *IDC Japan*

13
Alexei Gvozdenko *IDC Ukraine*

12
Chani Stern *IDC Israel*

11
David Hammett *IDC Middle East & Africa*
Runuka Muthumanickam
IDC Middle East & Africa
Hitoshi Ichimura *IDC Japan*
Christopher Holmes *IDC Singapore*

10
Jay Chou *IDC*
Dean Geary *IDG Global Solutions*
Regina Herman *IDG Germany*

9
Mark Walker *IDC South Africa*
Samaj Bhaskaran *IDC CCR*

8
Nathalie Feeney *IDC France*
Marie Jerbrant *IDG Sweden*
Lars Dobos *IDG Sweden*
Halyna Kubiv *IDG Germany*

7
Christopher Rogers
IDG Communications
Stacy Simler *IDC*
Leonardus Sumarta *IDC*
Dennis Stiemels *IDG Germany*

6
Henk-Jan Buist *IDG Benelux*
Venu Reddy *IDC CCR*
Shane Minogue *IDC New Zealand*

5
David Alpert *IDG Communications*
William Keyworth *IDC*
Martha Rounds *IDC*
Alma Gonzalez *IDC Mexico*
Vratislav Cervenka *IDC CEMA*
Piotr Pietruszynski *IDG Poland*
Paula Berenárd *IDG Sweden*

3
Edward Teveris *IDC*
Kelly Wennik *IDC*
Amy Maratea *IDG Communications*

2
Kathy White *IDG Communications*
Peter Amador *IDG Communications*
Francis Carbrey *IDC*
Amy Ching *IDC*
Eduardo Puente *IDC Mexico*
Laura Hopp *IDC Germany*
Dimitrina Yoncheva *IDC Bulgaria*
Kamil Gregor *IDC CEMA*
Nicholas Jisa *IDC CEMA*
Marek Zamlynski *IDC Poland*
Ivana Djokic *IDC Serbia*
Martin Schönauer *IDG Germany*
Selda Yener *IDG Germany*
Yijun Chen *IDC China*
Tommy Zhao *IDC China*
Sheila Zainan *IDC Malaysia*

1
Mutaz Shegewi *IDC*
Angela Echevarria *IDC Argentina*
Patrik Baumann *IDC Germany*
Christina De La Calle *IDC Spain*
Sergio Esposito *IDC Italy*
Cristina Cueto *IDG Spain*
Vedashree Kate *IDC Middle East & Africa*
Parwinder Kaur Rainu
IDC Middle East & Africa
Drazen Jurman *IDG Sweden*
Wenyuan Zhao *IDC China*
Mario Allen Clement *IDC CCR*
Sandeep Sharma *IDC India*
Ngayomi Rivaldi *IDC Indonesia*
Roshan Methananda *IDC New Zealand*

Stay up to date on all things IDG by following the company's corporate social media accounts. For IDG Communications, go to Twitter, Facebook and LinkedIn. Follow IDC on Twitter, Facebook and LinkedIn. Share and retweet!

offsite

IDG Benelux runner beats London Marathon heat

IDG Benelux Chief Content Officer **Sander van der Meijs** has run 18 marathons over the past 15 years, but never the London Marathon. With tickets at a premium for runners outside the U.K., and large numbers of applicants overall, he never thought he'd have the chance. 2018 turned out to be his lucky year, as an English friend of his who is involved with the GOAL for the Gambia charity had an available entry ticket and offered it to him.

Van der Meijs researched the charity before accepting the offer and was impressed by what he saw. "It's a small organization that works in a rural community in Gambia, operates a school and supports several other schools. And most important: it employs local people, and leaves most of the decision making up to them. When they raised enough money recently to build a nursery school, the whole community turned up to help build it. The charity also pays for the school fees, books and uniforms for children in need."

Sander van der Meijs' marathon count is now 19.

Students and staff from the nursery school in Gambia sent a poster to cheer on their benefactor, which van der Meijs' friends hung from a building along the marathon route. He now has it at home.

Race day turned out to be the hottest London Marathon on record, with temperatures climbing to 23 degrees Celsius (73 F). Van der Meijs hoped to beat his personal best from the Rotterdam Marathon in 2017 (2:57:15) and run 2:55 in London. He trained extensively for London, averaging about 100 kilometers a week, and felt he was in better shape than last year.

"It went very well up until about 25 kilometers (15.5 miles), then the heat got to me and I had to give up trying to reach my goal time. But I kept going and finished in 3:04:03. In that heat, I'm still proud of my finish, which was in the top three percent of the field. It was a wonderful experience, and I loved every bit of it!"

Write to Sander van der Meijs. His fundraising page is still accepting donations here. ■

Share your news!

Employees at any IDG or IDC business unit are invited to share news about what their group or department is up to. Nominate a deserving co-worker for an Unsung Hero profile. Suggest someone who could share their expertise in a One on One column. Send a tip about an office mate with an interesting hobby or volunteer activity. Send your ideas to world_update@idg.com.

thanksto

Contributors to this issue who were not otherwise quoted or credited include:

Charlotte Thygesen Poulsen *IDC Nordics*
Peter Sayer *IDG News Service*

comingup

May 3
CIO Summit
An IDC A/P event
Singapore

May 17
CIO Summit
An IDG and IDC event
Perth, Australia

May 31
CIO Perspectives
An IDG Communications event
Reston, Va.

June 6
IT Roadmap
An IDG Communications event
Boston

June 14
Data & Analytics Conference
An IDC UK & Ireland event
London

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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Town halls focus on IDGC's strong foundation, roadmap for growth

MARTYN WILLIAMS

IDG Communications employees in San Francisco, Framingham, Mass., and New York City got an update on IDGC's performance and goals from (l-r) Kumaran Ramanathan, Matt Egan, Sara Scogland and Charles Lee.

SEE MORE ON PAGE 4

Also inside

IDC's global management team convenes annual strategy meeting

Third-party/affiliate board discusses wide-ranging ecommerce strategies

First Advanced Sales Excellence Program held

IDC convenes senior managers, company leaders for first World-wide IoT Summit in Framingham.

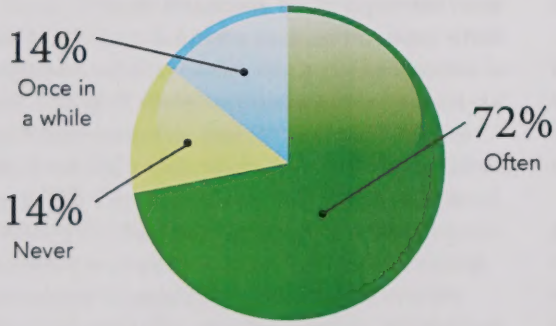
SEE MORE ON PAGE 7

Celebrating 20: IDG Germany recognizes two employees for long-time service.

SEE MORE ON PAGE 11

Question of the week results

How often do you use emojis?



Log on to www.idgcentral.com to vote on this week's question:

Would you buy a dashboard camera for a personal vehicle?

CLICK HERE

Webbdagarna comes to Stockholm

IDG Sweden's annual Webbdagarna ("Web Days") conference took place last month with a wide-ranging digital- and busines-oriented agenda. The one-day program, created by the editorial team, delves into digital trends and new technologies as well as tools and tips attendees can use on the job. It's known as a must-attend event for marketers, communicators, social media managers, other professionals within the digital arena. Go here for more photos.

IDC's global management team convenes to chart growth strategy, action plans

IDC held its annual strategy meeting last month that brings together IDC executives from around the world to review the company's global business plan and create a unified and aligned action plan for the year ahead.

IDG President **Brett Liu** and China Oceanwide VP/International Business Development **Owen Wang**, who had attended the Directions conference in Boston the day before, joined the meeting, which coincidentally took place one year after China Oceanwide's acquisition of IDG.

*(Front, l-r): IDC China Managing Director **Kitty Fox**, IDC Asia/Pacific Managing Director **Eva Au**, SVP **Christina Kearney**, IDG President **Brett Liu**, IDC President & CEO **Kirk Campbell**, Group VP/Latin America **Ricardo Villate**, China Oceanwide VP **Owen Wang**, SVP **Meredith Whalen** and Chief HR Officer **Debbie Bernardi**. (Back, l-r): IDC Canada Managing Director **Lars Goransson**, EVP **Crawford Del Prete**, CIO **Mitchell Rose**, CFO **Mark Sullivan**, SVP **Dave Reinsel**, Group VP **Scott McLarnon** (behind Campbell), SVP **Matt Eastwood**, Group VP/MEA and Turkey **Jyoti Lalchandani**, Group VP **Scott Lundstrom**, IDC Japan Managing Director **Masato Takeuchi**, Group VP **Robert Parker** (far back), SVP **Eric Prothero**, MD/CEMA **Steven Frantzen** and Chief Sales Officer **Brad Thorpe**.*

The agenda for the meeting, chaired by CIO **Mitchell Rose**, focused on IDC's growth strategies and sets the stage for 2019 and beyond. Following an introduction from President & CEO **Kirk Campbell**, CFO **Mark Sullivan** presented IDC's business trends. Executive VP **Crawford Del Prete** reviewed IDC's preliminary new product plans and later presented a framework to be used in evaluating potential IDC acquisition targets. Chief Sales Officer **Brad Thorpe** and IDC A/P Managing Director **Eva Au** provided insights on sales, and SVP **Eric Prothero** looked at data products.

Group VP **Scott McLarnon**, newly appointed head Worldwide Custom Solutions, outlined his vision, which includes new metrics in consulting and opportunities for growth. Group VP **Christina Kearney** gave an overview of worldwide marketing, and SVP **Meredith Whalen** talked about IDC's end-user strategy and new collaboration with IDG Communications' CIO Executive Council.

Among IDC business highlights from the presentations were new research in security, cloud and service providers; and large growth among new customers including emerging (i.e., smaller) vendors, 3rd platform vendors, end users and financial firms.

The group concluded the proceedings with a dinner, at which Brett Liu presented Kirk Campbell with a plaque in recognition of his 30th anniversary with the company.

The next day, the eight-member Global Research Management Steering Committee met to create a plan for several action items, including more collaboration with IDGC on end-user and consulting services, investment in new research, including Buyer Views to better understand cloud and service providers, and deeper research related to several topics, including AI, industry and security.

"I always look forward to this international meeting because the global management team has a chance to understand IDCs future growth strategy better and to influence the execution plans in sync with our local strategies," Eva Au said.

"This year is particularly exciting, as we have more products and services to showcase, including those related to security, AI, customer experience, gaming, smart homes, and the future of work. Working together with the teams around the world to build out our thought leadership globally will only help reinforce our stance as the number one digital transformation brand in the world, according to the new report from influencer relationship management software company Onalytica."

Write to Mitchell Rose. ■

Third-party board discusses ecommerce strategies

Following a more general Third-Party & Ecommerce Board meeting in Munich in January, the first of two more in-depth supplementary meetings was held in London at the start of March. This meeting focused on e-commerce and B2C editorial and involved representatives from the U.K., U.S., Germany and Sweden — and the French and Spanish consumer sites recently relaunched out of London.

"Ecommerce — driven by the audience attracted by editorial content — is a key revenue line in all our B2C businesses, so we brought together some of the key editors and third-party commercial experts to share best practices and discuss opportunities for growth," said U.K. & U.S. B2C Publishing Director **Simon Jary**, who leads the board that has been meeting for several years spearheading revenue growth in the consumer space and provided this summary article.

*(Back row, l-r): **Mortiz Kaiser**, business development manager, IDG Germany; **Ole Evers**, director of business development, IDG Germany; **Markus Ekberg**, revenue manager, IDG Sweden; **Panagiotis Kolokythas**, deputy editor-in-chief, IDG Germany; **Ina Reiter**, yield editor, IDG Germany; **Marie Black**, group editor, IDG U.K.; **Christian Loebering**, online editor-in-chief, IDG Germany; **Dominic Preston**, senior staff writer, IDG U.K.; **Neil Bennett**, head of experiece design, IDG U.K. **David Nguyen**, yield and performance marketing manager, IDG Germany; **Markus Pilzweger**, VP/content management, IDG Germany; **Mikael Lindkvist**, B2C chief content officer, IDG Sweden. (Front, l-r): **Matt Egan**, editorial director, IDG U.K. and U.S.; **Andreas Thors**, online editor, IDG Sweden; **Evelina Galli**, engagement editor, IDG Sweden; **Ashleigh Macro**, engagement editor, IDG U.K.; **Simon Jary**, publishing director, IDG U.K. and U.S.; **Jesper Landén**, B2C publishing director, IDG Sweden.*

First, the attendees looked at strategies and tactics for audience growth. Each business unit presented its Top 10 most-popular articles, with some striking similarities and variety to encourage experimentation.

"This is a great group, and this was a very useful meeting," said U.K. and U.S. Editorial Director **Matt Egan**. "It struck me that across the five languages represented — English, German, Swedish, French and Spanish — the most lucrative pages were remarkably similar. The more we can share data and best practices in this practical way, the more we can be useful for our audience, and the more revenue everyone generates. It's a true OneIDG approach."

IDG U.K. Group Editor **Marie Black** presented on content search wins (traffic generated through search) and use of SEO analytics (SimilarWeb, Sistrix, Moz Pro) for new content ideas, and strategies for updating existing content. IDG Germany Editor-in-Chief **Christian Loebering** and Swedish Online Editor **Andreas Thors** talked about growing traffic via newsletters, browser push and chatbots

"This meeting with its focus on commercial content once again broke the boundaries not only in terms of active participants, but first and foremost in the depth people discussed market opportunities and market threats," said IDG Germany Director Business Development **Ole Evers**.

While growing audience numbers and page views is important for increasing available advertising inventory, it is also key for driving ecommerce revenues — and Day 2 was focused on all things affiliate. Each business unit presented its Top 10 most-lucrative articles, where there was more divergence than on the round-ups of most popular. The U.K., for example, is still making a lot of money from its coverage of VPNs and security software. IDGC can make up to a third of the total order value on certain packages, although the competition for such search terms is now even more fierce.

Key to the U.K. success in increasing affiliate revenue has been the use of ecommerce analytics — pioneered by IDG U.K. Head of UX **Neil Bennett**, who used the business-intelligence tool Domo to create analytics that can show revenue any which way it can be viewed. It allows the ecommerce team to see exactly which articles are making how much money, and even at which exact points on the

continued on page 8

Town hall roadshow focuses on IDG Communications U.S.' strong foundation, roadmap for future growth

IDG Communications held a three-city Town Hall series in the U.S. over the past few weeks to bring together employees in San Francisco, Framingham, Mass., and New York City for an update on IDGC's U.S. performance, strategy and goals.

IDGC President **Kumaran Ramanathan** and IDGC U.S President **Charles Lee** each gave presentations, and they joined U.S. and U.K. Editorial Director **Matt Egan** and SVP/HR **Sara Scogland** on a panel to field attendees' live questions and answer some others that had been submitted earlier. Following the all-employee gatherings, sales training sessions in each location focused on the roll-out of 19 new products to all sales teams (see sidebar).

Ram covered a variety of strategy and vision-setting areas with employees. He also gave everyone insight into the type of leadership employees can expect from him and the expectations he places on those he works with closely.

Opening with a period of reflection on the past five months and noting the considerable business progress made, Ram emphasized the importance of personal accountability, personal responsibility and self-improvement within the wider framework of an organization where people look forward to getting up in the morning and coming to work. He said his goal is to create an environment in which people are encouraged to thrive and progress, so that they can "be better today than yesterday — and be better tomorrow than today."

While reasserting IDGC's value proposition and its positon at the heart of the technology market, he challenged the group to identify several key numbers as a way to familiarize themselves with and learn more about different parts of the overall business. These included $240 million (worldwide IDGC revenue; 43% of which is from the U.S), $80 million (worldwide demand-generation revenue, of which $35 million is in the U.S.) and 325 (B2B editorial search terms). The latter is important because with the new data-driven content strategy, one measure of success is being on page one of Google search returns for each of those terms. As of a couple weeks ago, IDGC has made significant progress, reaching that target on nearly half the terms.

SIMON JARY

*Ram talked about the importance of remembering IDG founder **Patrick McGovern's** vision to make the world a better place through technology.*

Ram talked about his experiences working with China Oceanwide executives and praised the support the parent company has given to him and IDG as a whole. "It's been incredibly positive working with China Oceanwide; they are generous with their time, they're accessible, and we're very honest with each other. This is providing an excellent foundation for our continued work together. We couldn't have asked for better new ownership of IDG."

> "We will be relentless in the drive to create a world-class business and in doing so set high standards for ourselves."
> *-- Kumaran Ramanathan*

Noting that the company is facing a state of constant change in terms of technologies, industries, business models and even change within IDG, "there has never been a more exciting time for IDG, but are we good enough to take advantage? My job is to

continued on page 5

NEXT portfolio emphasizes quality

The Project NEXT training sessions held following the Town Hall meetings in each location provided an overview of 19 new products to be released in four stages. The rollout will begin with seven awareness products, followed shortly by releases of six demand-generation products, three thought leadership products and finally three engagement products.

Following an in-depth review of each of the seven awareness products, the teams were broken into smaller groups and led in an RFP exercise by the Program Architecture staff. Each team was tasked with using the new products within a real RFP and presented their solution to the entire group. A winning team was selected in each of the three locations based on the most compelling RFP response.

"These new products leverage and build on what we have as our foundation: high-quality content, premium audiences, premium data and world-class platforms," said IDGC President/U.S. **Charles Lee**. "We're looking to fill opportunity gaps, strengthen our porfolio and hit the market hard — and often. Quality matters, and we're showing more of it with the NEXT portfolio."

continued from page 4

Town Halls

Ram used this quote as an inspiration to always try to achieve beyond expectations.

make sure we become the business we want to be. We are driving change, and my commitment to you is that I won't let us fail to realize our potential. That potential is based around creating a truly world-class organization: a world-class environment and culture for our teams around the world, and a world-class experience for our readers/users and for our customers."

He outlined an overall business strategy and platform for growth that involves IDGC's existing product portfolio, new product development and mergers/acquisitions opportunities. Throughout that plan, IDGC needs to optimize, build, partner and buy. Essentially, there will be future focus on optimizing IDGC's current offerings, building new products and solutions and seeking opportunities to partner and buy new areas to add to the business.

"While IDG is the heart of technology, the heart of IDG is you," he said. "To succeed, we need to be the very best versions of ourselves, because people with good hearts will accomplish great things. Let's not be limited by our own inhibitions and conservatism. We will be relentless in the drive to create a world-class business and in doing so set high standards for ourselves."

Citing a quote from race car driver Ayton Senna about how pushing yourself just a little bit more can help you go way beyond expectations, Ram said "we need to unlock the talent that's within IDG Communications and pave the way for new contributors." Some steps that will drive that include unveiling a new Talent Engagement Program, which will encompass a variety of new initiatives and investment in the culture of professional development. He discussed five key areas that will be focused on initially, as the Talent Engagement Program is launched, with new areas to be added:

• **Diversity and Inclusion in the Workplace.** This will be an organizational effort to help with a cultural shift, to ensure IDGC has a diverse and inclusive approach to everything it does, from recruiting practices to managing performance to compensation to diversity of thinking throughout the workplace and more. This effort will begin in the U.S., and IDGC's leadership team will take a more global look over time.

• **Functional Boards.** These bring together employees from around the globe to collaborate under the premise "we can do more and be better — together." Current boards are Finance, U.S. Sales, International Sales, Technology, Editorial and Third-Party Revenue.

• **Employment Engagement Survey.** After several years without a global IDG survey, a new one set to roll out later this year will measure not only employee options and satisfaction but also employee engagement.

• **Staff Councils.** These will be formal, locally based groups to enhance the flow of communication between management and the organization. They will be launched following the completion of the 2018 Employee Engagement Survey, with members to be elected in Framingham, New York, San Francisco for the U.S. and in London for IDG U.K.

• **IDG Innovation Engine.** This online forum will enable IDGC employees around the world to easily share and vote on ideas regarding new products, services, optimizing or changing current practices.

"Our future starts today," Ram said. "Take advantage of each day, give it everything you have, and help create IDG 2.0: a place of diversity, inspiration and promise — something we can all be proud of."

Quality matters

Following the opening presentation, Charles started off by noting how fast the first 90 days in for him have gone by and how he truly values and appreciates the significant time spent meeting and speaking with so many employees in the three main IDGC offices. "These discussions have strengthened my belief that the core element of what has made IDG great for so many years is as strong as it's ever been, and that's the quality in the brands, products, content, data and people. This will be the foundation for what drives this U.S. business forward."

> "Take advantage of each day, give it everything you have, and help create IDG 2.0: a place of diversity, inspiration and promise — something we can all be proud of."
>
> -- *Kumaran Ramanathan*

In terms of staff development, he said the company remains committed to bringing in quality talent and getting stronger. This is evident in the numerous new hires who have made immediate impact on the business by forging signifi-

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Town Halls

cant new business deals, as well as rehires who bring years of experience and expertise back into the business. Charles noted that what's most telling about the health of the people and spirit of the company is the extremely high level of peer acknowledgment and recognition through the IDGC's High Five program. So far in FY18 throughout the U.S., 390 recognition cards have been distributed peer-to-peer, and 78 individuals have collected the five cards needed for a cash award.

IDG VP/Global Training and Development ***Laurie Butson*** *welcomes employees in Framingham.*

During the financial review segment, Charles noted that "where we're coming from doesn't define where we're headed," he said. For the first time since pre-FY12, IDGC is looking at what could be minimal YOY declines (under 5%), and this follows three years of large declines.

"It's clear that there are many parts of the business that have strong growth potential that are either currently underleveraged or too stagnant," he noted. "We need to start reimagining different parts of our business — modernize what we do to leverage the strength and quality of our assets in new ways. "It's time to think about doing some things differently, and not always continue the current process just because that's the way we've always done it. "

"It's also important to get better about monetizing our quality content and data, such as defining a new video strategy that extends off our core content foundation; further monetizing the 143,000 paid subscriptions to Macworld and PCWorld's digital editions; and getting more revenue off of every online page that carries our great editorial content," he added.

Some major developments include IDGC's affiliate/licensing business that is up 55% year-on-year (February was the largest non-holiday month on record); just-signed deals with Citrix, Cisco, Intel and a new event services contract with IBM; and a soon-to-be launched collaboration between IDC's IT Executive Programs and the CIO Executive Council to merge executive membership services programs.

Looking forward, he noted that growth is achievable and IDGC has good momentum going into Q3. "Now is the time for us to accelerate, work hard and work smart. And, net new account acquisition is essential — it's the lifeblood of our business, and it's currently down from last year."

Strategic initiatives

To bring IDG Communications U.S. into a new era, many individuals within the company have been involved in developing a comprehensive strategic plan: Project NEXT.

Project NEXT is a multi-faceted initiative designed to provide a stronger foundation and a path for sustained business success. It builds off the foundation of premium brands and content, fixes IDGC's weaknesses and optimizes its strengths, and brings together everyone within IDGC. Charles described the plan's pillars:

- **Foundation.** Set strategic business plans by department and communicate progress and performance monthly.
- **Core Positioning.** Clarity of positioning in key areas of our business (consumer, video, etc.) and our core differentiator: Quality Matters.
- **ONEIDG.** Fully execute the ONEIDG philosophy: we work as one, we win as one.
- **Innovation.** Drive sustained innovation, extend, partner and drive new product development aligned to our core strengths (20 new products launching soon; one more was added sincde the town hall meetings).
- **Revenue Scale.** Fill portfolio gaps, capitalize on opportunities and accelerate revenue growth.

Charles emphasized the central role of the core positioning pillar. In summary, he said: "We believe that creating high-quality content attracts high-quality audiences which leads to quality engagement which in turns into high-quality audience acquisition. It's what our business is built on and a practice and a belief for over 50 years that has enabled IDG to stay relevant, a market leader and a distinction/differentiator from others in the market."

He thanked the team for moving so quickly over the past two months to put a plan and structure together. "It's a solid plan and one we'll continue to build onto as we move forward," he said. "If we do all of what we've talked about today, we'll see better days."

> "As a business we will make adjustments, be agile and make sure that we get stronger and push harder where there's the greatest opportunity for success."
>
> -- *Charles Lee*

Charles concluded with "what's NEXT" for IDGC: "we will be bold and try new things; look forward, not backwards; fix what needs to be fixed; be world-class in everything we

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Town Halls

do; work hard and celebrate success; be passionate, energized and inspired to do great things. We will move fast and we will ask a lot from people around the business to do their part, but there will be clarity and focus in what we do, and communication will be paramount. As a business we will make adjustments, be agile and make sure that we get stronger and push harder where there's the greatest opportunity for success."

Asked about his takeaways from the town halls, IDGC B2B Editor-in-chief **Eric Knorr** said the most important thing for the B2B editorial staff is that "Ram and Charles went out of their way to talk about quality of content. We work hard on that, so to have quality valued as a first principle perked up the whole team. More generally, the level of energy and willingness to try new ideas was invigorating. Speaking for myself, I came away optimistic that if we work together, IDG will be able to meet its challenges and move ahead in new ways none of us may have anticipated."

"It was an excellent meeting," said IDG Communications Account Director **Becky Bogart**. "The passion and commitment our executive team has for the company was incredibly apparent. With extraordinary vision, a solid roadmap and team spirit, IDGCs continued success is imminent. I am really looking forward to future Town Hall meetings and the positive momentum that ensues."

IDG Communications has brought together tech buyers and sellers for more than 50 years.

Ram said he enjoyed being able to bring the various functional groups together in one room and seeing everyone in person. "I was really inspired by the positive mood and energy of employees in the meetings," he said. "I walked away feeling that we are all part of an organization that finally believes in itself."

Write to kr@idg.com and charles_lee@idg.com. ■

IDC summit looks at next stage of Internet of Things evolution

IDC recently completed its first internal Worldwide IoT Summit in Framingham, Mass., in collaboration with IDC senior management and leaders across the company. Group VP/IoT & Mobility **Carrie MacGillivray** chaired the summit.

During the two-day event, the team presented research for FY2018 and 2019 and discussed the next stage of IoT evolution and how it intersects with hot topics in the tech industry today like AI, blockchain and the Edge — the latter an all-encompassing term related to compute/storage/networking outside the data center/cloud.

*(Front, l-r): **Ramon Llamas, Ashish Nadkarni, Marcus Torchia.** (Back, l-r): **Carrie MacGillivray, David Reinsel, Ruthbea Clarke, Crawford Del Prete, Monika Kumar, William Fearnley, Natalya Yezhkova, Meredith Whalen, Bob Parker, Ashley Gilliam, Rohit Mehra,** Rob Westervelt, **Rebecca Segal, Leslie Hand, Matt Eastwood, Stacy Crook, Lynne Dunbracke, Scott Lundstrom, Marc Decastro, Shaily Shah, Marta Munoz, Andrea Siviero.** Also in attendance but not in photo:, **Gail Fulcinti, Dan Vesset, Laura Dubois, Curtis Price,** and **Sean Pike.***

European participants at first IDG Advanced Sales Excellence plan future collaboration

Fourteen individuals from seven IDG Communications business groups attended the Advanced Sales Excellence Program last month. IDG Germany hosted the two-day program, as well as IDG Compass the same week, at its office in Munich.

IDGC SVP/Human Resources **Sara Scogland** and IDG Training and Compensation Specialist **Carolyn Yanuskiewicz** facilitated the training. This was the first time the Training team created an advanced version of the Sales Excellence program, a nomination-based initiative for IDG sales employees that covers many core sales skill areas and is part of the Sales University program.

Melanie Roberts of Behind the Lines Consulting conducted sessions on analyzing current and future competitors, and getting the most of out of high-potential accounts. Another external coach and trainer, **Lau Lapides**, provided tools and techniques to help cultivate executive presence during presentations.

IDG Global Solutions VP/International Sales **Christian Drake** contributed to several sessions: selling solutions through the IDG portfolio while better analyzing customer needs, and insights from sales leaders along with IDG Germany Chief Revenue Officer **Michael Beilfuss** and IDGC President/International **York von Heimburg**.

Participants formed work groups for two collaborative sessions that Drake and IDG Germany SVP/Sales and Marketing **Sebastian Wörle** evaluated. For "Six Challenges," each group picked a challenge from a hat that required an IDG solution, and they had 10 minutes to discuss and five minutes to present. For the case study scenario, teams were asked to help a fictional IT company find a partner to develop an integrated solution that will take a new product to market outside its usual sphere of influence. The groups presented what the customer experience should be and what their role as a salesperson should be.

IDG Sweden Key Account Manager/B2B **Martin DeBesche** said he thought the overall program was "super" and the high-potential account session was particularly inspiring and something the Swedish team is going to try to implement. "It was great meeting international colleagues to exchange ideas and discuss challenges and best practices. I think we can cooperate even more for some clients if we are all open-minded and willing to share information."

*(L-R): **Ben Manashe** (IDG Connect), Drazen Jurman (IDG Sweden), **Sebastian Stürzl** (IDG Germany), **Włodzimierz Duszyk** (IDG Poland), **Richard Beagley** (IDG Global Solutions), **Selina Alecu de Flers** (IDG Germany, with glasses), **Kat Neal** (IDG U.K.), **Vincent van Beek** (IDG Benelux), **Raj Rammohan** (IDG Global Solutions), **Jessica Schmitz-Nellen** (IDG Germany), **Shane Hannam** (IDG Global Solutions), **Samar Kidwai** (IDG Connect), **Matt Bennett** (IDG U.K.) and **Martin de Besche** (IDG Sweden).*

The participants decided to organize monthly conference calls to discuss clients and opportunities; the first is April 27." It's a start to become OneIDG," he said.

Write to Carolyn Yanuskiewicz. ■

Who's eating your lunch?

Consultant Melanie Roberts posed that question during the Selling Against the Competition training.

"I learned this question early in my sales career, it means 'who is taking business that should belong to us?,'" she said. "In our fast-changing market where advertising agencies are now offering content creation and our biggest customers are also competitors, we need to be up to the challenge. New competitors launch almost daily, and they are hungry for our business.

Try answering these questions objectively and honestly:

- Who are your most dangerous competitors and what are their ambitions?
- What do clients value, from both IDG and our competitors?

To do better than your rivals you need to know what they are delivering and how valuable it is to customers. That can be hard to admit, and it may take some effort to find out, but once it is clear you will be in the best position to sell IDG's competitive advantage and keep your entire lunch."

Write to Melanie Roberts.

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Third party/affiliate

page that readers are being converted to move to online retail stores. It can also see how much order value IDG readers are driving to individual vendors. For example, in November 2017, links from IDG U.K. content led directly to more than $1.3M in sales from Apple.com.

Bennett is now working with his international colleagues to help create similar tools in the U.S., Germany and Sweden. He also led a talk on ecommerce conversion rate optimization. Such tools will prove invaluable during ecommerce events such as Black Friday. U.K. Affiliate Editor **Ashleigh Macro** led a review of successes during 2017's Black Friday week and the following Christmas and holiday season.

Macro also went through her team's ecommerce content process, and attendees discussed their own. U.S. VP/Business Development **Bill Rigby** led the discussion on ecommerce deals and in particular how newsletters drives much of this revenue for IDGC U.S.

"It's up to us to take the experience we've made with this meeting to make other upcoming international formats as successful as we can," said IDG Germany's VP/Portal Management **Markus Pilzweger**.

> In November 2017, links from IDG U.K. content led directly to more than $1.3 million in sales from Apple.com.

Special sales guest and U.K. B2C Head of Sales **Jonathan Busse** joined the group to show how he uses the group's ecommerce success to generate sales leads. Particularly interesting is the fact that clients are moving some budgets away from display to affiliate teams and agencies.

IDG Germany Senior Yield & Programmatic Advertising Manager **David Nguyen** explained technical tactics to optimize affiliate links on mobile and AMP (Google's platform for Accelerated Mobile Pages).

Day 3 was more wide-ranging, starting with the Top 10 most-popular videos by each business unit. Loebering addressed the opportunities that lay with the YouTube platform where unique original content and personality matter most, and where emotional initiatives build audience.

"We need to become influencers. Reach isn't the only KPI, as engagement and loyalty matter most here," explained Loebering. He also mentioned Strategic Marketing Services video opportunities through custom episodes. "Critical to custom is that is has to be authentic and organic," he added.

Other platforms discussed included AMP, Facebook Instant Articles and Twitch. As Loebering noted, "We need to play in these platforms because we need to be wherever our audience is."

The group agreed that social media is not a traffic driver — it is a platform on which we can reach and engage an audience. Facebook has been the trickiest platform to control and monetize, and its recent feed changes haven't made it an area that warrants spending too much resource on. AMP, on the other hand, is more monetizable and can bring incremental traffic — especially via Google Suggest.

> "The more we can share data and best practices in this practical way, the more we can be useful for our audience, and the more revenue everyone generates. It's a true OneIDG approach."
>
> *-- U.K. and U.S. Editorial Director Matt Egan*

Apple News is not currently being used much for monetization, although in light of Facebook's move away from publisher content it seems to be more of an opportunity.

IDG Sweden's B2C Publishing Director **Jesper Landén** led a group debate on opportunities in covering topics outside of tech. "Dip your toes," he suggests, "and follow both your readers and ecommerce retail partners."

Traditional car publications don't cover the technology when they write their reviews, Landén noted, so IDG Sweden saw an opening there, and gained sponsorship and review loans from major auto companies. It now outranks these automotive media sites in key search results.

Sweden and the U.K. are also branching out into more general household electricals, plus integrated smart products and health.

"Find the person in your team who has a passion outside the usual tech products, and let them test the gadgets that exist there — be it in the kitchen, golf course or ski slopes," Landén urged the group.

The Third-Party & Ecommerce meetings always feature some external guests, and this one boasted a large delegation from Apple and its affiliate agency OgilvyNeo. Apple explained the areas where publishers can make affiliate money from its products, and the editors walked them through IDGC content that is relevant to such business. All the business units came away with ideas and contacts for growing affiliate revenues from Apple.

Write to Simon Jary. Read about recent third-party meetings: January 2018 in Munich and June 2017 in London. ■

noteworthypeople

Promotions

Costello

IDC Sales Director **Barbara Costello** is now associate vice president, Industry Major Accounts. "Barbara is a professional, steady and reliable performer, an excellent internal collaborator and well-respected by her client base," said SVP/Industry Accounts **Michael Deutsch**. "She continues to do an outstanding job as the Oracle Global Account Manager, growing that account into one of IDC's top 10 largest accounts. She is instrumental at continuing to grow both our subscription business and our consulting business at Oracle and has done an admirable job at maintaining our business at both Citrix and Juniper." bcostello@idc.com

IDC Senior Account Executive **Cathy Leonard** has been named sales manager, Industry Major Accounts. "Cathy is a three-time President's Club winner [representing annual over-plan performance]," Deutsch said. "She has done an outstanding job managing the birth of DXC — the merger of CSC and HP Enterprise Services — and under her management the account continues to grow nicely and additional opportunities are being uncovered every month. She has done an excellent job managing KPMG, Cognizant, SAS and other accounts. In addition, Cathy is often is recognized as a "best in case" example of how to get the most of such important sales tools as SFDC and Linked-In." cleonard@idc.com

Stevenson

IDC Associate Vide President **Anne Stevenson** is now VP, Industry Major Accounts. "During her 15-year IDC career Anne has done an excellent job in managing and growing key accounts such as Accenture, Avanade, Symantec and Veritas," Deutsch said. "Over the last year, Anne has taken on direct management responsibility of a small team of sales personnel and customer service reps, in addition to continuing to manage the Accenture account. Anne is an excellent selling partner and forged respected relationships with her Global, Insights and Consulting selling partners." astevenson@idc.com

IDC Account Executive **Kyle Razzano** is now senior account executive, Sector Sales Consulting. "Most recently, Kyle assisted two new sales representatives who are covering the CIS territory he left behind when he moved into the sector consulting role," said Group VP/General Manager **Jim Farley**. "While doing that, he has already qualified for this year's Presidents Club, which will be his third in a row during his three years at IDC." krazzano@idc.com

IDC Sales Manager **Kim Robinson** has been promoted to director, Sector Sales. "Kim is IDC Sales' only four-time Presidents Club winner," Farley said. "She has always been outstanding at taking on new companies to bring on board such as Comcast and Charter communications, just to name a few. She never quits on an opportunity." krobinson@idc.com

Vaillancourt

IDC Inside Sales Representative **Jennifer Vaillancourt** is now business development manager. "Jen and her team have done an outstanding job in reaching out to new companies and booking the team meetings that have resulted in more than $3 million of new company bookings the past two years," Farley said. "She has led the team and done all training for new business development reps (BDR) and works continuously across sales and marketing. This sales year so far, the team has helped in securing $1.7M of closed business resulting from calls and appointments set by the BDR team." jvaillancourt@idc.com

IDC Sales Director **Jim Stone** has been promoted to associate vice president, Insights Sales. "Jim has done a fantastic job after taking over the Insights Specialty group in April 2017," Farley said. "He also is the Financial Insights go-to person. He is a two-time President's Club winner (2015 and 2017) and so far, year-to-date through December, he is again at 110%." jstone@idc.com

Ryan

IDC Account Executive **Brady Ryan** is now senior account executive, Financial Sales. "Brady is a two-time President's Club winner and on track for Sales Year18 as well," said Group VP **Kevin Dunne**. "He has generated more than $2.6M of new business over the last three sales years. Recently, Brady worked closely with IDC's consulting team to develop a leverageable Capital Investment Due Diligence program resulting in a $200K project for Goldman Sachs. In addition, he's added over $850K of new Tracker bookings onto the existing Wells Fargo contract over the past two years." bryan@idc.com

IDC Sales Director **Coby Smith** is now associate vice president, Enterprise Sales. "Coby is an accomplished, disciplined and focused sales professional who has consistently overachieved his bookings objectives," said Group VP/GM **Ken Hoyt**. "Coby is a three-time President's Club winner, overachieving in three of the last four years. Other attributes include his comprehensive knowledge of the ICT industry, extensive insight into his customer base, innovative selling techniques, and his positive attitude while he always looking for ways to help improve IDC. Coby has taken on responsibility for the IBM account starting April 1 for SY19." csmith@idc.com

New employees

O'Leary

IDC welcomes Senior Research Analyst/Legal, Risk & Compliance **Ryan O'Leary**. He was recently managing attorney at Electric Insurance Co. He has a B.A. in economics and political science from Syracuse University and a J.D. from New England School of Law in Boston. Ryan is an avid golfer, sports fan — he has seen every MLB team play a home game — and trivia player. roleary@idc.com

Benn

Program Coordinator **Brian Benn** has joined **IDG Global Solutions** in Framingham, Mass. He was recently a contracts assistant at Hachette Book Group. A graduate of UMass/Amherst with a degree in sports management, he enjoys reading, exercising and sports. brian_benn@idg.com

Backgren

IDG Sweden welcomes Junior Account Manager **Robin Backgren**, who is working with the enterprise brands. He was previously an operations manager at Move24 in Berlin. He has a master's degree in economics and business administration from the Hanken School of Economics. Robin enjoys going to the gym and cooking — "a good seagrass and red beet lasagna really gets me going!" robin.backgren@idg.se

Send Noteworthy information to world_update@idg.com.

Share your news

Employees at any IDG or IDC business unit or licensing partner may share news about what their group or department is up to. Write to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company April 16 - 30.

24
Denise Haines *IDC*

20
Henrik Almén *IDG Sweden*

19
Curtis Price *IDC*
Peter Short *IDC*

18
Joakim Allwin *IDG Sweden*

17
Gregory Ireland *IDC*

16
Kevin Brodie *IDC*
Mitsuyuki Tachihara *IDC Japan*

15
Nobuyuki Sakata *IDC Japan*

14
Raymond Huo *IDC China*
Jacky Wan *IDC China*
Melissa Bambauer *IDC*
Michael Fletcher *IDC*

13
Eva Au *IDC Singapore*
Jakub Stolarski *IDC*
Scott Lundstrom *IDC*
Grace Moy *IDG Communications*
Jerome Drevet *IDC France*

12
Joacim Carlsson *IDG Sweden*

11
Joyce Dunnells *IDG Communications*
Adam Dennison *IDG Communications*
Marta Garcia *IDG Spain*

10
John Delaney *IDC U.K.*
Jonathan Busse *IDG U.K.*
Rohan Pierce *IDG Australia*

9
Marina Soldatova *IDC Russia*

8
Martha Vasquez *IDC Mexico*
Veronica Hernandez *IDC Mexico*
Zuzana Babicka *IDC CEMA*
Petr Svagrovsky *IDC CEMA*

7
Aubrey Lim *IDC Malaysia*
Juraj Skalny *IDC CEMA*

6
Crystal Sin *IDC Hong Kong*
Bidisha Ghosal *IDC Singapore*
Lan Xin Tang *IDC Singapore*
Nadia Vinogradova *IDC Russia*

5
Jess Tang *IDC Singapore*
Jill Toole *IDC*
Rebecca Diercks *IDC*

4
Josh Williams *IDG Communications*
Michael Heys *IDC U.K.*
Michelle Medau *IDC South Africa*
Carl Brithén *IDG Sweden*

3
Meri Bailey *IDG Communications*
Patrik Nemecek *IDC CEMA*
Dusanka Radonicic *IDC Croatia*
Onur Hamitoglu *IDC Turkey*

2
Vinod Pandey *IDC CCR*
Kirsten Moran *IDC*
Mayda Gigian *IDC*
Neha Mahajan *IDC*
Ginerva Adamoli *IDG Communications*
Leila Freitas *IDC Brazil*
Mariangella Castagnino *IDC Chile*
Rachel Seow *IDG Australia*

1
Effie Wang *IDC Hong Kong*
Camille Adorza *IDC Philippines*
Marie Ringor *IDC Philippines*
Jesper Sorensen *IDC Nordic/Denmark*
Alessia Valsecchi *IDC Italy*
Andrea Benito *IDG Spain*
Ondrej Michalak *IDC CEMA*
Chethan Kumar *IDC Middle East & Africa*
Alena Fedorova *IDC Ukraine*
Marie-Laure Calcar *IDG U.K.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Double decades

*(L-R): IDG Tech Media COO **Jonas Triebel**, Channel Partner Editor-in-chief **Ronald Wiltscheck**, Macwelt Managing Editor **Peter Müller**, IDG Germany HR Manager **Marion Richtmann** and PC Welt Editor-in-chief **Christian Löbering**.*

IDG Germany recently recognized two employees, who both joined the company on April 1, 1998, during a celebration at the Munich office.

Macwelt Managing Editor **Peter Müller** was hired as part of an 18-month internship program, but six months later he was offering a permanent full-time position. He was named Macworld editor in 2000 and is a long-time member of the works council; he was re-elected chairman last month. He has also served as the safety representative for the company since November 2017.

Dr. **Ronald Wiltscheck** began his career as an editor for Channel Partner. In May 2000 he became deputy editor-in-chief and rose to editor-in-chief in March 2013.

Ten years and counting

The IDC Middle East & Africa conference team honored one of their own following a recent event, surprising Conference Specialist **Jely Gonzalez** (right) with a cake for her 10th anniversary with the company. Jely joined the group as a conference assistant and "quickly became an integral part of the attendee acquisition team, said VP/Conferences **Ronita Bhattacharjee**.

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IDC EMEA's winning bid for EU contract moves to services phase

After securing a major contract that had been Gartner's domain, IDC EMEA has received the go-ahead to roll out research and advisory services to some 80 European Union end-user organizations.

SEE MORE ON PAGE 4

Also inside

IDG holds board meeting, meets with Alibaba

One on one: IDC CCR General Manager Venu Reddy

IDC Middle East CIO Summit features new elements

IDG and GDPR, part 3: Perspectives from IDGC's VP/Engineering and CMO

Robots take the stage at IDGC's AGENDA and IDC's Middle East CIO Summit.

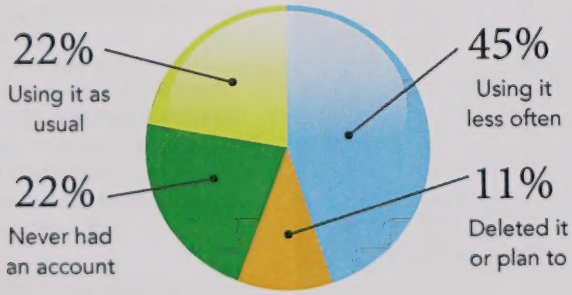
SEE MORE ON PAGE 6

IDG Compass program in Europe draws participants from four countries and five business groups.

SEE MORE ON PAGE 7

Question of the week results

Regarding data privacy problems at Facebook, what are you doing with your personal account?



Log on to www.idgcentral.com to vote on this week's question:

How often do you use emojis?

CLICK HERE

What's new on the IDG.com blog

Recent additions to IDG.com's blog targeted to tech marketers include these contributions:

SMS Social Media Director **Ginevra Adamoli** talks with one of IDG's top influencers, Kevin Jackson, on what it means to be a B2B influencer and how brands should nurture relationships with influencers to deliver the right value to clients. Read it here.

IDG U.K. Ecommerce Editor **Ashleigh Macro** shares what it takes to be an affiliate partnership expert and how affiliate partners can work with IDGC brands. Read it here.

IDGC VP/Global Partner Solutions **Michael Latchford** talks about IDGC's 2017 Role & Influence of the Technology Decision-Maker research and how alliances and partnerships among vendors can make solutions stand out during the tech purchase process. Read it here.

SMS Director/Content Strategy **Rob O'Regan** and Senior Director, Global Content Services **Jim McGinty** outline seven steps to successful content marketing to help marketers create high-impact programs. Read it here.

IDG holds board meeting, explores potential cooperation with Alibaba

The IDG Board of Directors held its March 8 board meeting in Hangzhou, China at the Oceanwide Diaoyutai Hotel, a China Oceanwide Holdings Group property.

In addition to the board meeting itself, IDG participants had the opportunity for a first-hand look at Alibaba Group, a Chinese multinational e-commerce, retail, Internet, AI and technology conglomerate that is the world's sixth-largest Internet company by revenue.

Through a special arrangement between Chairman Lu and Alibaba founder Jack Ma, IDG President **Brett Liu** brought a group of several IDG Board members and senior managers to visit Alibaba Group headquarters on March 9.

Alibaba officials gave the group a tour of the headquarters and an overview of the company's history starting with Jack Ma's first workshop in Hangzhou through to demonstrating Alibaba's full production capabilities.

During the meeting, IDGC President **Kumaran Ramanathan** and IDC President & CEO **Kirk Campbell** discussed potential cooperation between IDG and Alibaba, including proposals on how to support Alibaba's global expansion and go-to-market strategy and increase its thought leadership.

"This was a great opportunity to explore how IDG can support Alibaba's business growth," Liu said. "Both the IDG and Alibaba teams are looking forward to a stronger strategic partnership." ■

*Attendees at the IDG Board of Directors meeting in Hangzhou were (l-r): **Benjamin Duan**, IDG Venture Capital; **Owen Wang**, China Oceanwide; **Kirk Campbell**, IDC; **Xifang Zhang**, China Oceanwide; **Minghai Li**, China Oceanwide; **Walter Boyd**, former IDG executive; China Oceanwide Holdings Group **Chairman Lu**, chairman of the board; **Hugo Shong**, IDG Venture Capital; **Michael Friedenberg**, former IDGC executive; **Kumaran Ramanathan**, IDG Communications; IDG President and China Oceanwide Executive Director **Brett Liu**; **Donna Marr**, IDG Corporate Services Group. (IDG board member **Jeffrey Rayport** of Harvard Business School was unable to attend the Hangzhou meeting.)*

*(L-R): **Yanni Qiu**, investment director, International Business Development, China Oceanwide; **Dong Leo**, senior manager, Public Affairs, Alibaba Group; **Kumaran Ramanathan**, president, IDGC; **Owen Wang**, VP, China Oceanwide; **Jason Pau**, special assistant, International Business Office of the Executive Chairman, Alibaba Group; **Brett Liu**, president, IDG; **Kirk Campbell**, president & CEO, IDC; **Lancelot Guo**, VP, Alibaba Cloud; **Eva Au**, managing director, IDC Asia/Pacific; **Kitty Fok**, managing director, IDC China; **Ray Feng**, director, Alibaba Cloud User Experience, Service Platform, Market Intelligence, Product Marketing and Analyst Relations; **Yves Wang**, senior strategy expert, Alibaba Cloud; and **Carey Wang**, senior manager, Public Affairs, Alibaba Group.*

Check out these articles on IDG Central: China Oceanwide recognized for poverty alleviation efforts; and China Oceanwide Chairman Lu Zhiqiang visits California real estate projects.

OneonOne

Venu Reddy

IDC Center for Consultancy and Research

The general manager of IDC CCR, based in Bangalore, India, is this week's columnist. Reach him at vreddy@idc.com.

"As CCR grows, it is increasingly being viewed as a talent incubator, with some individuals growing into sophisticated analysts who can be respected in their domain/market."

Q What is IDC CCR's mission?

A IDC CCR was established to provide a location where various support teams could be housed, but over time we have added key teams that can provide value to IDC in terms of specific hard and soft skills. These team have become invaluable parts of the IDC family at regional and worldwide levels. As CCR grows it is increasingly being viewed as a talent incubator with some individuals growing into sophisticated analysts who can be respected in their domain/market.

Q What are some of the larger service divisions within IDC CCR?

A Initially the support and back end-processing teams like Publishing Services & Technologies (PS&T), the Shared Operations Center, etc., were the majority of the staff at CCR, but later key investments were made to add team members to support the Worldwide and Asia/Pacific Tracker teams. These investments were followed by adding key Insights leads for Asia/Pacific along with the Research Operations Center and production teams supporting Asia/Pacific trackers. IDC CCR now has a large cross section of IDC teams, making it a mini-IDC.

Currently, 60% of IDC CCR's staff supports worldwide P&Ls and 40% of the staff supports Asia Pacific P&L. This, along with the fact that they support regions and teams, means that we have folks working more than the usual 9 a.m. to 6 p.m. schedules. The office is essentially working 24/7 engaging with customers and teams that are working in many different time zones.

Q You're coming up on four years as general manager. Have there been any significant developments and/or changes in the kind of work the office has handled during that time?

A One of the changes over the last four years is the type of work and the skills of the staff. There are increasing number of folks who are the report writing analysts and tracker analysts who interact with vendors. This is partly due to the expanding charter of CCR, and also partly due to the broadening IDC's portfolio. As a result, we have teams and individuals engaging in domain and market insights-based discussions with the ability to translate these insights into reports and discussions that enrich client interactions. All this has happened without losing focus of the initial investments in areas like PS&T, SOC, etc.

In addition, we found that teams needed to be handled and mentored in a manner that ensures that their core focus and their key KPIs are kept in mind. This meant that managers who are overseeing these teams need to be appropriately equipped, both operationally and functionally.

Q What are some of IDC CCR's 2018 priorities?

A Success and growth means that CCR needs to keep evolving both in skills and maturity level to ensure that we are moving forward with IDC overall and with respect to our teams. Some of the areas of investment are:

- Mentorship for managers.
- Regulatory and statutory awareness for managers.
- Training people to work in a matrix organization.
- Creating an office environment that will help employee seamlessly integrate with their globally distributed teams.

Q What is a typical day like for you?

A The work can be broadly put into research and business activities. The fact that I come from a research background and have an active interest in research means that I am able to engage in research discussions with the analysts (Tracker, CIS or Insights) and with external vendors. This enables me to mentor analysts by pushing and driving them to be on top of their game. One of the areas that I invest heavily is real-time and regular interaction with the staff. I try to understand how the individuals are working, keep identifying areas that need mentorship, and keep an eye on issues that will need attention.

Despite the fact that a sizable portion of my time goes into operational tasks, I have and will try to keep engaging myself with the analysts on various research and market developments. This would ensure that we keep CCR relevant, and at the same time ensure that employees are growing, maturing and evolving with time.

Q How often do you visit internal customers?

A That happens both in the form of traditional physical meetings and also virtual meetings. The meetings with managers tend to be at least once a quarter, with multiple instances of meetings that are monthly. These interactions primarily tend to be virtual and over a WebEx or phone.

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IDC EMEA's winning bid for large European Union contract moves into services phase

After securing a major contract that had been Gartner's domain, IDC EMEA has received the go-ahead to roll out research and advisory services to some 80 European Union end-user organizations, including all Directorate Generals and EU institutions such as the European Central Bank, Europol and the European Medicines Agency. The potential users of the services include CIOs, ICT teams, technology users (such as those working in communications or translation services) and HR teams.

In mid-2017, IDC EMEA placed first among applicants for the four-year framework contract, and with the recent publication of the official contract award, IDC can now sell its services as defined in the tender. The maximum available funding for four years is 39 million euros (US$45 million), and the contract sets the terms and conditions, and defines the offerings, under which IDC can sell services to the participating organizations.

Canning

IDC's European EU Government team, which is based in Milan, produced the successful application that scored 898 points out of a possible 1,000 in the review process — "a very strong bid, and a huge opportunity for IDC," noted Group VP/European Consulting **Martin Canning**, who led the bid team and is based in Amsterdam. "We had a lot of support from others in the region to put the bid in place. We're now working closely with VP/Regional Director, Central Europe **Tom Schwieters** in Budapest, who is our commercial manager for the contract, and Research Director **Dorota Chrisp** in the U.K., who manages our CRM team in Europe."

This is the fourth iteration of the contract, which Gartner had secured for the past three cycles. This time, the EU wanted more than one provider and specified a cascade mechanism to increase competition. Each client must bring their request for service to the first-place provider (IDC), and if the request cannot be met, the client can then go to the second-place provider (Gartner).

"Many of the organizations are not familiar with IDC, so there's a lot of visibility building and positioning that needs to take place," Canning said. "Servicing a contract like this is a big undertaking, and now that we've won, we will look to strengthen our capabilities." IDC has already hired a dedicated CRM person to support client inquiry and aims to add sales/business development managers and delivery specialists over time.

*(L-R): Associate VP **Gabriella Cattaneo**, Senior Consultant **Stefania Aguzzi**, Consulting Director **Richard Stevens** and Consulting Director **Giorgio Micheletti** comprise the European Government Consulting group in Milan.*

While IDC is proactively setting up meetings with organizations, others are coming to IDC to request proposals without initial meetings, as they have existing services under the old contract coming up for renewal.

Write to Martin Canning. ■

The EU Government group at work

IDC's European EU Government team is focused on delivering projects and studies to the European Union/European Commission. It strongly leverages traditional IDC research, but the outcomes are very different. Projects are generally multi-year, high-value and often delivered by a consortium of players, as the team partners with companies such as Atos, Capgemini and SAP as well as leading universities and other research institutes. Deliverables often include elements such as policy advice, impact on jobs, GDP, etc., and topics are often at the leading edge of technology and tech usage.

Some project examples and their associated websites are:

- European Data Market Monitor. IDC has sized the market for data-related services and products and associated economic impact.
- e-SiDES: Ethical & Social Implications of Big Data/Data Science. IDC is the lead-partner of the delivery consortium. This multi-phase project, which ends in December 2019, aims to involve the complete value chain of big data stakeholders to reach a common vision for an ethically sound approach to big data processing.

IDC's Middle East CIO Summit breaks attendance record, features new awards program

IDC Middle East and Africa's 11th annual Middle East CIO Summit featured several new additions including a Q&A with a robot onstage (see story p. 6), an awards program, contributions from the recently installed CIO Advisory Council, geographic-oriented content, and more fun elements than ever before to keep attendees entertained and interacting with each other.

Held Feb. 21-22 in Dubai, UAE, the 2018 edition drew a record-breaking 321 attendees from the UAE, Saudi Arabia, Kuwait, Bahrain and Oman. There was a 65% increase in new organizations represented compared with last year's conference, which was held on a cruise ship in honor of the 10th anniversary celebration and purposely had limited attendance. Thirty-eight sponsors and co-sponsors supported the 2018 event compared with 17 last year.

Earlier this year IDC appointed the six-member CIO Advisory Council, an independent body of senior executives from the region's foremost end-user organizations charged with advising IDC on research coverage, spurring collaboration, incubating innovation and introducing pioneering technology trends to the Gulf region. The group made its debut at the summit and helped shape the agenda, and members presented awards to the winners of the new CIO Excellence Awards.

IDC celebrated the contributions made by IT professionals to the region's ongoing digital transformation with the first IDC CIO Excellence Awards. The program recognized outstanding achievements across five categories: Best Customer Experience Transformation, Best Business Operations Transformation, Best Information Transformation, Best IT Service Transformation and CIO of the Year.

IDC received more than 130 nominations out of which 19 finalists were chosen. The CIO Advisory Council reviewed the nominations and chose the winners, with IDC Group VP/Regional Managing Director **Jyoti Lalchandani** and IDC Research VP **Serge Findling** sitting in on the selection process.

The agenda included 22 intimate roundtable discussions on topics such as cloud, IoT, smart cities, hyper convergence and artificial intelligence, giving attendees the flexibility to customize their conference experience.

Given that different countries present different challenges and opportunities, the second day featured country-focused sessions led by IDC experts and respected CIOs who shared their unique experiences, pain points and real-time solutions.

The IDC Middle East & Africa conference team celebrates another successful event.

Organizers gave attendees the chance to network in relaxed environment with informal activities, some of which had been used at previous events. These included a Calligraphy Corner, VR Corner, Photo Mug/ Photo Booth Corner (in which attendees could personalize coffee mugs with their pictures), Twitter Board (to share their experiences at the event and upload their pictures and messages on Twitter which were displayed on the screen real time), Caricaturist Corner, Innovative Technology Area (Robotics/ AR &VR) experiences, to name just a few.

Attendees made good use of the comments board, and tweets about it contributed to the 477,231 impressions on #IDCMECIO.

IDC MEA has had a "share your comments" wall at many recent events. For the summit, the team went a step further and took photos of attendees with a Canon Selfie camera and pinned the photos to the Experience Board, then asked attendees to write a comment on a colorful Post-It and stick it on the photo.

This year IDC has eight other CIO Summits in the region: Turkey, North Africa (Morocco, for French-speaking countries), West Africa (Nigeria), East Africa (Kenya), Egypt, South Africa, Mauritius and Saudi Arabia.

Write to Conference Manager Yash Dogra or Senior Marketing Manager Sheila Manek. ■

Robots take the stage at AGENDA and Middle East CIO Summit

Sophia the humanoid robot kicked off the AGENDA conference in Miami on March 20 with a short keynote, an interview with IDG Communications Group VP/Events & CIO Executive Council **Anne McCrory** and an audience Q&A.

Her appearance drew much buzz on social media before and during the conference, and IDG gained admiration from attendees and sponsors for taking a chance with this kind of an opener, McCrory said. Overall, the conference buzz was for a great event, with speakers sourced from the Digital Edge 50 and Ones to Watch award winners, the CIO Executive Council and, from IDC, SVP/ IT Executive and Industry Research **Meredith Whalen** and Research Director/Worldwide Blockchain Strategies **Bill Fearnley**.

Made by Hanson Robotics of Hong Kong, Sophia was set up on a pedestal behind the podium; she has legs and is learning to walk but that feature is not yet on tour. Her appearance came by way of a speaker's bureau email that went to IDGC President **Kumaran Ramanathan**, who forwarded it to IDGC SVP/Events & CEC **Adam Dennison**, and McCrory as the content lead checked her out. "We all thought she was creepy at first, but we knew she'd fascinate attendees," she said.

Sophia the robot was made by Hanson Robotics of Hong Kong whose founder, David Hanson, is a former Disney imagineer.

The two-and-a-half day event, the fourth for AGENDA in the U.S., exceeded revenue and attendee goals.

Write to Anne McCrory. ■

*IDC's **Steven Frantzen** interacts with Pepper, a robot built by Softbank Robotics EU.*

During last month's Middle East CIO Summit in Dubai, IDC SVP/EMEA Region and Managing Director, CEMA Region **Steven Frantzen** did a Q&A onstage with Pepper the robot during a session on the role of robots in digital innovation.

It was part of a larger program on Dawn of the DX Economy: Key Tech Trends Disrupting the ICT Industry.

The chat was well-scripted in advance by Pepper's agency, and Senior Marketing Manager **Sheila Manek** and Publishing Director **David Hammett** edited it prior to the conference. Frantzen had a chance to practice with Pepper to ensure seamless execution onstage.

Pepper was also available in the exhibition area so attendees could get up close and personal with him.

Write to Sheila Manek. ■

Get social

Stay up to date on all things IDG by following the company's corporate social media accounts. For IDG Communications, go to Twitter, Facebook and LinkedIn. Follow IDC on Twitter, Facebook and LinkedIn. Share and retweet!

Share news, suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to share news about their group or department. Or, suggest someone who could author a future "One on one" column or an article about their area of expertise. Nominate a deserving co-worker for an Unsung Hero profile. Pass along the name of an office mate with an interesting hobby or volunteer activity. Write to world_update@idg.com.

Compass program delivers professional development, IDG knowledge

Employees from four countries and five business groups learned more about their company and networked at IDG Compass last month. IDG Germany hosted the two-day corporate training program at its office in Munich.

Compass is designed for employees who have been with the company for one to five years and aims to help them better understand IDG, meet colleagues outside their own business unit, focus on professional development, identify ways to continue to contribute to their business unit and IDG, and enhance their overall IDG experience.

IDGC SVP/Human Resources **Sara Scogland**, who organized the training along with IDG Training and Compensation Specialist **Carolyn Yanuskiewicz**, gave an overview of IDG's history, growth and its current landscape in the Navigating IDG session.

PioenCompany Coach and Trainer **Saskia van Delft** — a former IDG Netherlands HR director — conducted a session on personal branding and led a panel on managing career growth with IDGC's Head of Global Partner Solutions/EMEA **Christina Carstensen**, IDC Europe Chief Analyst **Philip Carter**, IDGC Editorial Director/U.S. & U.K. **Matt Egan**, IDG Germany B2C Editor-in-chief **Christian Löbering** and IDG Germany CTO **Stefan Huegel**.

Carstensen also talked about global partner solutions and touched upon how the market is changing and how their customers tick in the Hot Topics/Cool Ideas session on interesting initiatives around the company. The other contributors, all from IDG Germany, were Director of Business Development **Ole Evers**, who discussed revenue diversification in a changing consumer publishing world, IDG Research Services Sales Manager **Jessica Schmitz-Nellen**, who presented the IDG Germany research service product portfolio and SVP/Sales and Marketing **Sebastian Wörle**, who discussed webcasts and new topic development, and promoted collaborating with colleagues on an international scale.

Another external coach and trainer, **Lau Lapides**, gave tips on improving verbal communication skills and building confidence and energy in any speaking situation.

For the case study, participants formed groups to work on their own ideas for an initiative — for employees or customers — they'd like to see implemented at IDG and presented it to their peers. All ideas shared the same underlying theme: more collaboration, and trying to avoid reinventing the wheel.

The program wrapped up with a conversation on how to apply the program's learnings on the job. Each participant shared one action they plan to take home, which they will be held accountable for, as the program hosts will be reaching out to them one month after the training to check on their progress.

"It was great to get to know so many different people across the business, especially in such a friendly and collaborative group," said IDG SMS EMEA Content Director **Doug Drinkwater**. "The most engaging — and slightly scary — session for me was the one on public speaking. It taught me a lot about everything from tone and body language to eye contact. I hope to take those learnings and apply them when speaking at events or on our sponsored webinars."

The next Compass will be held May 15-16 in Framingham, Mass. Write to Carolyn Yanuskiewicz. ■

*(L-R): **Roberta De Ponti** (IDC EMEA), **Isabella Amann** (IDG Germany), **Monica Guerin** (IDG Connect), **Pim van Dijk** (IDG Netherlands) **Karol Olszowka** (IDG Connect), **Dennis Steimels** (IDG Germany), **Kateryna Savchenko** (IDG Germany), **Simon Lohmann** (IDG Germany), **Philip Suller** (IDG Global Solutions), **Oliver Hall** (IDG Germany), **Doug Drinkwater** (IDG Strategic Marketing Services EMEA), **Alex Wylie** (IDG Connect), **Lydia Emmanuel-Desir**(IDG U.K.), **Nick Kerby** (IDG U.K.), **Richard Clarke** (IDG U.K.), **Izabela Sakowicz** (IDG Poland), **Jack Phillips** (IDG Global Solutions), **Gaurav Gogia** (IDG U.K.), **Anna Josko** (IDG U.K.), **Ruth Donnelly** (IDG Connect) and **Amira Pepic** (IDG Germany).*

IDG and GDPR, part 3

IDGC Engineering U.S. consolidates data, upgrades systems to prepare for GDPR

***Thomas Alexander,** IDG Communications' VP/Engineering, contributed this article. It is the third in a series on how IDG is preparing for the European Union's General Data Protection Regulation (GDPR), which goes into effect May 25. Read part 1 (IDG overview) and part 2 (demand generation) on IDG Central.*

IDG Communications VP/Audience Development **Mark Lewis** wrote a fantastic piece from a demand gen perspective on what we are doing in the U.S. and for Connect International to get to GDPR compliance. I would like to build on that foundation to show how some of the specifics around GDPR influenced the way engineering has operated over the past seven months to build OneReg and Hermes, IDGC's central customer data platform.

Building for GDPR

The rules around GDPR need to be made manifest in our systems that acquire, retain and send personal data. Some of these are specific to GDPR while others make good business sense to tackle anyway.

Alexander

Speaking to the latter, my favorite GDPR ask relates to "economy of data storage" or "store the information in as few places as possible." There are many reasons for the requirement. First, it makes it easier to delete — and we do mean delete — that information when the user asks to be forgotten. The second is more security focused. The more systems in which that data resides, the broader our risk exposure to unauthorized access to our sensitive information. An additional reason: consider the user request to see how we used their data — also known as a Subject Access Request. Delivering on this request becomes incredibly daunting if that data is spread over a dozen or so systems. Reducing the systems, ideally down to one, makes this task possible.

Putting all the personal data in a one location makes good sense. When we designed our personal data database with GDPR in mind, these strict guidelines helped us be good architects.

Many of these guidelines are really just best practice and GDPR is lighting a fire — and notably with a deadline — to do the right thing. State-of-the-art security, personal data encrypted in transit and at rest, and having a defined shelf life for critical data are all principles that are easy to get behind.

GDPR for EU and Rest of World: Architecting for Flexibility

That said, some of the requirements for GDPR may not be the rules the rest of IDG wants. In practical terms this means our OneReg and Hermes Data Platform need to support a GDPR-compliant process from beginning to end for residents and citizens of the EU and looser restrictions for the rest of the world if the business so chooses.

A great example of this need for flexible workflows is registration and consent. Under GDPR, we need to show our reader front and center who she is engaging with, who will handle her data, where it will go and how we may contact her. For the rest of the world a link to a privacy policy is sufficient. To ensure that EU citizens and residents get the right experience and consent we will detect where they are coming from (by IP address) or wait for their answers to their business card information in order to send them down the right consent process. We need to get the right workflow even if we are running in the U.S. and the user tells us they reside in the EU.

A Heavy Lift, and a Significant Upgrade

Not surprisingly, the epicenter of GDPR compliance for Digital Account Services (DAS) and Connect International are their respective databases. These databases have personal data consisting of business card information and custom answers about the reader and their business. Short of credit card and government-issued IDs, these data are some of the most sensitive. Not only did the databases need to get locked down, but the constellation of supporting applications needed to enable multiple workflows and be mindful of consent and permissioning.

> "GDPR is helping us take the first step in getting the strictest handle on our data, challenging us to build world-class systems that scale globally, and build them quickly."
> -- *Thomas Alexander*

Rather than have each team rework its own constellation of apps, we decided it made the most sense to rebuild. The only way to complete this project in time was to combine the two ecosystems together. We divided the responsibilities between the two teams. The U.S. team is led from the technical side by **Kate Davis** and **Patrick Kenney** (directors of Engineering), **Johanna Himes** (director, Digital Operations and program manager), **Konstanin Kondakov** (director, DevOps), **Matt Goebel** (VP/User Experience and Digital Products), **Peggy Lee** (principal QA engineer) and **Mark Lewis** (VP/Audience Development). Kreatio, based in India, is a long-time partner with Connect International.

The result is that by May 25 we will have upgraded our

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GDPR

outdated systems in a fraction of the time that it took to create the originals. We made sense of where the data was going and divided some monolithic programs into smaller applications dedicated to a more specific activity. We found duplicate loops of data that we consolidated into one.

Data is locked down where it needs to be and aggregated freely where it can be.

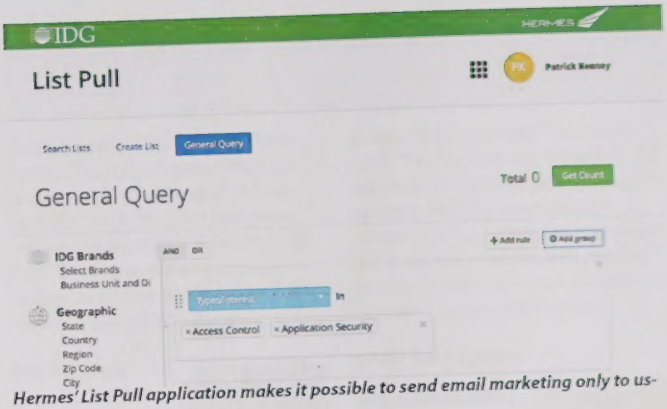
So Why Does All This Matter?

The consequences of getting GDPR wrong are significant, with steep fines, potentially bad PR and most importantly a loss of trust with our audience and customers.

The upsides are many, though. Our data will be cleaner. And the data will be in one place. We consolidated data in two different systems into one, so we now have a global view of DAS and IDC Connect registrants as well as Insiders for Apollo, our CMS. We designed Hermes so that we can keep adding additional systems that keep personal data, scrub it clean, normalize its taxonomy and make it available in keeping with the consent the user has given.

Another upside is that we revisited the workflows, processes and systems around the registration, demand gen and direct marketing parts of the business. We are sunsetting three systems and collapsed four systems into two, which were rebuilt from the ground up, getting GDPR compliance as a result. We moved all but one of applications to the cloud.

The real import of getting all the personal data locked down is that it is the first step in getting full control of our data. We can now look to options for anonymous and semi-anonymous (behavioral) data not only for our sites but other areas of the business.



Hermes' List Pull application makes it possible to send email marketing only to users who have given consent.

There are many vendors that will allow us to collect data on the actions of readers and put these actions together into semi-anonymous user profiles.

Further, these platforms allow us to store that data in a large unstructured collection called a data lake but also take real time action on this data. The Hermes database will sit alongside a data lake. When these data are together — yet cordoned off for GDPR — we can use the personal data to inform our understanding of the data lake in a GDPR-compliant way. The right behaviorial platform will allow us to take action on the data in real time. Some examples: show readers relevant content, send a follow-up email or promote an active campaign. We can apply machine learning to both sets of data to learn what we don't know about our audience.

GDPR is helping us take the first step in getting the strictest handle on our data, challenging us to build world-class systems that scale globally, and build them quickly.

Write to Thomas Alexander. ■

GDPR, sales and marketing: leading from the front

*IDG Communications CMO **Josh London** previews what IDGC is doing regarding GDPR from a marketing and sales perspective.*

Many of our customers and competitors approach GDPR with concern. IDGC fully embraces and supports the GDPR initiative because it is in the best interests of our customers and of the industry as a whole. We will lead from the front and use it to our competitive advantage. IDG has always done more than is required to protecting the rights and freedoms of our users – it is our North star.

London

Meanwhile, our competitors will need to clarify how their data is sourced and protected — a large advantage to IDGC in the field.

We've made great progress on GDPR: naming a data protection officer, creating a centralized registration process, rewriting our privacy and cookie policies and ensuring that the supply chain of suppliers that IDG uses is also GDPR compliant. We are making sure that every one of our EU registered users is aware of changes in privacy policy, including the implementation of a clear and affirmative opt-in process for all EU registered users, and all of our telemarketing will also embrace and support GDPR guidelines.

We will have new materials available to sales to include in all presentations talking about our commitment to protecting the rights and freedoms of our users' personal data. Additionally, through blog posts, a social media campaign and email statements, we will provide the tools sales needs to communicate confidently with our customers as we take an active approach to using the energy around GDPR to our advantage. Expect a steady stream in the coming weeks!

Write to Josh London.

noteworthypeople

Promotions

Naqshbandi

IDC Saudi Arabia Principal Analyst/ Head of Research **Hamza Naqshbandi** has been promoted to country manager. "Hamza has played a significant role in driving IDC's research and consulting portfolio in Saudi Arabia, driving growth among the telcos/SP's, SI's, multinational and local vendors, and select end-user customers," said Group VP & Regional Managing Director Middle East, Turkey and Africa **Jyoti Lalchandani**. "Prior to his role as principal analyst, Hamza led IDC's IT Services practice for the MEA region, demonstrating high growth in that business segment despite fairly turbulent market conditions. Saudi Arabia remains one of IDC's key strategic growth markets in the region with significant opportunities in all customer segments. With his appointment as country leader, Hamza will undoubtedly play an instrumental role in driving IDC's business in Saudi Arabia." hnaqshbandi@idc.com

Bhattacharjee

IDC MEA Associate VP/Conferences **Ronita Bhattacharjee** has been promoted to VP/Conferences. "Ronita has played an instrumental role in leading and expanding IDC's events across the MEA region," said Group VP & Regional Managing Jyoti Lalchandani "Over the years, she has developed outstanding relationships with our vendor customers and CIOs alike. Ronita is a take-charge person with outstanding organizational skills and unwavering commitment to exceeding customer expectations. Given this, she is able to successfully lead multiple engagements with favorable results despite challenging situations." rbhattacharjee@idc.com

Burgener

IDC SVP **Matt Eastwood** recently announced promotions within the Enterprise, Datacenter, Cloud Infrastructure and Developers organization. Research Director **Eric Burgener** has been promoted to research vice president, storage. "Eric researches new storage system architectures including both external and server-based, new research on storage class memory and the adoption of other new protocols and technologies," Eastwood said. "His research is strategic in nature and has proven popular with many clients looking to better understand how new technologies are supporting business transformation." eburgener@idc.com

Casemore

IDC Research Director **Brad Casemore** has been promoted to research vice president, network infrastructure. "For more than five years Brad has established himself as a top industry analyst in the datacenter networking research domain," Eastwood said. "Clients such as Cisco, Juniper, Citrix, F5, VMware and many others have regularly provided very complimentary feedback on his industry knowledge. Brad has also helped IDC establish itself in emerging datacenter networking and cloud technology areas." bcasemore@idc.com

Carvalho

IDC Research Manager **Larry Carvalho** has been promoted to research director, cloud platform and developer services. "A four-year IDC veteran, Larry is a tireless advocate who is always looking for a way to grow IDC's business," Eastwood said. "He regularly finds ways to fit IRS and Tech Investor meetings between other IDC commitments. Larry's Cloud Application Platform and Developer Services CIS is up by $85K since this time last year, and he has launched a second CIS, PaaS Overview, which provides a higher-level view of the larger PaaS market." lcarvalho@idc.com

Nadkarni

IDC Program Director **Ashish Nadkarni** has been promoted to program vice president leading the computing platforms and server research. "Ashish has moved the server team into expanded coverage in areas including IoT/edge computing, accelerated computing, quantum computing as well as infrastructure supporting cloud native applications and databases," Eastwood said. "This focus has helped diversify the program's clients and drive new consulting opportunities." anadkarni@idc.com

Richmond

IDC Program Director **Christina Richmond** has been promoted to program vice president, security services. "Since rejoining IDC in 2013, Christina has expanded coverage in the program beyond managed security services to include topics including threat management, incident response, IoT and cloud security," Eastwood said. "Christina is well respected in the industry for her knowledge of security services and has cultivated strong relationships and strong business results with key industry participants such as Accenture, Akamai, AT&T, Booz Allen Hamilton, Cisco, Dell Secureworks, and IBM." crichmond@idc.com

IDC Research Director **Eric Sheppard** has been promoted to research vice president, server and storage infrastructure. "Eric overseas tracker and forecasting research associated with servers, storage systems, converged systems, PBBA, storage software and public cloud services," Eastwood said. "He has helped oversee IDC's expanded coverage into converged systems and hyperconverged infrastructures, which has improved IDC's market position and opened up significant new revenue opportunities," esheppard@id.com

New employees

Kastrinelis

IDG Communications Marketing Specialist **Alex Kastrinelis** was recently marketing coordinator for TITLE Boxing. He has a B.A. in communication from Fairfield University in Fairfield, Conn., and enjoys creative writing, playing sports, attending concerts and sporting events and spending summers on Cape Cod. alex_kastrinelis@idg.com

Returning employees

Emberley

Most recently a program manager at 451 Research, Senior Research Analyst **David Emberley** is on **IDC**'s Worldwide Software and Public Cloud Services Tracker team. He had been with the Network Infrastructure group before leaving IDC in 2013. He has a degree in geography from Framingham (Mass.) State University and is enrolled in the Project Management Professional certificate program at UMass Lowell. David keeps busy with home improvement projects, hiking, camping and reading. demberley@idc.com

WORLD UPDATE

Who's been promoted? Who's new? Who's back? Any business unit can send information for the Noteworthy page. Write to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company April 1 - 15.

31
Steve Tozeski *IDG Communications*

29
Sue Yanovitch *IDG Communications*

28
Andrea Piontek *IDG Germany*
Hans Königes *IDG Germany*

27
Claudia Dudkin *IDG Germany*

26
Ruth Sager *IDC*

25
Doreen Francy *IDC*
Ellen Fanning *IDG Communications*

23
Brian Kornegay *IDC Singapore*

21
Dawnette Gordon *IDG U.K.*
Parit Shah *IDG U.K.*
Katarina Strömberg *IDG Sweden*

20
Magnus Müller *IDG Sweden*
Ronald Wiltscheck *IDG Germany*
Peter Müller *IDG Germany*

19
Lauren Costello *IDG Communications*
Maro Eremyan *IDG Communications*

18
Galen Gruman *IDG Communications*
Anne McCrory *IDG Communications*
Nicoletta Puglisi *IDC Italy*
Helle Kierkegaard *IDG Sweden*
Peter Nyström *IDG Sweden*

17
Sergio Patano *IDC Italy*
Erik Schmalen *IDC Germany*
Dan Timberlake *IDC U.K.*

15
Angela Chen *IT World Canada*

14
Lewis Ward *IDC*
Angela Vacca *IDC Italy*
Daniela Konicki *IDG Germany*

13
Gabriella Carraneo *IDC Italy*
Serena Da Rold *IDC Italy*
Vladimir Pozdyakov *IDC Ukraine*
Iveta Hanclova *IDG Czech Republic*

12
Ching Lee *IDG Communications*
Caroline Keough *IDG Global Solutions*
Dorothee Paas *IDC Germany*
Silvia Piai *IDC Italy*
Yasmina Slaoui *IDC France*

11
Waldemar Schuster *IDC Brazil*
Andrew Beklemishev *IDC Central Asia*
Jely Gonzalez *IDC Middle East & Africa*
Megha Kumar *IDC Middle East & Africa*
Jeff Radecki *IT World Canada*
Sasithorn Sae-lao *IDC Thailand*

10
Alida Greco *IDC Italy*
Georgio Nebuloni *IDC Germany*
Edith Tricheaux *IDC France*
Ondrej Kaprhal *IDC CEMA*
Ranjit Rajan *IDC Middle East & Africa*
Yoko Ono *IDC Japan*
Richard Lee *IDC China*

9
Magdalena Kozakiewicz *IDC U.K.*
Jiri Novotny *IDC CEMA*
Adeline Phua *IDC Singapore*

8
Rohit Mehra *IDC*
Louis Kustwan *IDC*
Andreas Thors *IDG Sweden*

7
Amy Machado *IDC*
Tina Ni Riain *IDC*
Stephen Minton *IDC U.K.*
Matthias Zacher *IDC Germany*
Reena Sattar *IDC CEMA*
Roberto Alunni *IDC Middle East & Africa*
Franco Spinelli
IDG International Controller's Office
Christina Simmler *IDG Germany*
Storm Liu *IDG China*

6
Michael Brown *IDG Communications*
Krishna Chinta *IDC Middle East & Africa*
Emma Karlsson *IDG Sweden*
Peter Wise *IDC New Zealand*

5
Andrew Buss *IDC U.K.*
Janine Olsson *IDC Nordic/Denmark*
Martin Nuska *IDC CEMA*
Ko Shikita *IDC Japan*
Sebastian Nissen *IDG Germany*
Glorie Perez *IDC Philippines*
Kai Rong Neo *IDC Singapore*

4
Peter Lindstrom *IDC*
Michelle Catalano *IDG Communications*
Marek Balgar *IDC CEMA*
Isaac Ngatia *IDC Middle East & Africa*
Charlotte Jee *IDG U.K.*
Jakub Kuchnio *IDG Poland*
Yoko Matai *IDC Japan*
Jensen Ooi *IDC Malaysia*
Serena Foo *IDC Singapore*
Kenneth Tan *IDC Singapore*

3
Joseph Poye *IDC*
Michael Rosen *IDC*
Sarah White *IDG Communications*
Erin Hur *IDG Korea*
Margaret Adam *IDC U.K.*
Elena Szolgayova *IDC CEMA*
James Stroud *IDC Australia*
Anoop Venkatachala *IDC India*
Maria Theresa Rago *IDC Singapore*

2
Rajy Ganne
IDG Corporate Services Group
Benjamin Sohn *IDG Korea*
Taher Abdel-Hameed *IDC Egypt*
Nikita Gorbachev *IDG Australia*
Kristian Larsson *IDG Sweden*
Billy Ekblom *IDG Sweden*
Christian Seliger *IDG Germany*
Jacky Xue *IDC China*
Sawan Bharadwaj *IDC India*
Arvind Singh *IDC India*
Trista Efendi *IDC Malaysia*
Alex Yuen *IDC New Zealand*
Deepa Manjunath *IDC CCR*
Uma Choudri *IDC CCR*
Maria Kathrina Marfori *IDC Singapore*

1
Grace Curry *IDG Communications*
Samuel Revollo *IDC Brazil*
Stefaie Naujoks *IDC Germany*
Martin Whitworth *IDC U.K.*
Lukas Jarosil *IDC CEMA*
Spyros Skiadopoulos *IDC Greece*
Sheila Manek *IDC Middle East & Africa*
Kafil Merchant *IDC Middle East & Africa*
Katarzyna Wodzinowska *IDC Poland*
Boitumelo Matjeni *IDC South Africa*
Sarper Turkay *IDC Turkey*
Ruth Donnelly *IDG Global Solutions*
Elad Gargi *IDG Germany*
Moritz Kaiser *IDG Germany*
Shelly Jing *IDC China*
Sachin Mehta *IDC India*
David Harding *IDC New Zealand*
Yexi Liao *IDC Singapore*
Jeff Xie *IDC Singapore*
Yusyafiqah Yusoff *IDC Singapore*

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One on One

This ongoing interaction is augmented by quarterly or half-yearly meetings with the managers who have teams at CCR. I can share the operational updates from India and learn how the managers view our work and how that impacts their respective teams. This visibility has enabled me to better mentor CCR's teams and individuals.

Q How has your experience as research director at IDC India influenced your current role?

A My previous work meant that the work, interaction and perspective was limited to only India. Now, I have insight into the wide variety of products, skills, and teams that IDC brings to the table. This broader understanding has given me greater appreciation of IDC's strategy and unique value proposition. I also have a greater understanding of what the combined IDC can accomplish both for our clients and for the broader market. This view has motivated me to continue building bridges between various IDC teams, skills, and products to keep pushing the value envelope for our clients. One of the great things about my current role is I can recruit individuals who have various skills and potential and help pave the way for them to be valuable analysts who become the face of IDC at events and public forums. It's a proud moment to see the team grow and evolve quickly. The fact that I am able to mentor and coach them to deliver valuable research to their managers and clients sitting in the U.S. and Asia/Pacific makes the job most fulfilling and satisfying. The analyst, manager, and mentor in me cannot be more proud of a team like the one at CCR. ■

unsunghero

Chayse Gorton

Market Analyst

IDC New Zealand

*IDC Country Manager **Peter Wise** nominated Market Analyst **Chayse Gorton** as an Unsung Hero. "Chayse has a wonderful can-do attitude, which is so positive in his interactions with clients and colleagues. He is also unafraid to ask the hard questions, which gains respect and makes him an excellent analyst."*

Joined IDC New Zealand
2015

Primary job responsibilities
I am responsible for the primary analysis and report writing on research produced within the regional research group. One of my key focuses is the New Zealand heatmap series. This is a group of PowerPoint presentations focusing on security, cloud, mobility and managed services. I also contribute to the A/NZ SMB study and IT Services Ecosystem study, among other projects. I look after the New Zealand portion of the IT services tracker, the public cloud tracker and the Industry cloud tracker.

What I love most about my job
When I was at university, I dreamed of returning to university one day and studying forever. It turns out that an analyst role was the perfect job for me. I love that as an analyst I get paid to learn. At IDC we are even lucky enough to be focusing on a vast range of ICT technologies and innovation accelerators that are undergoing constant change.

A hot-button issue dealing with on the job
Information overload; there is so much to learn. Just when you think you have a solid understanding, you discover some new tech jargon that leads you even further down the rabbit hole.

What I would love to talk about with my colleagues at other business units who have this job
I like to encourage conversations about all things tech related and current projects people are working on. Expanding knowledge outside of an analyst's designated bubble is essential to understanding the complex IT world and creates a stronger team through better understanding of what teammates are doing.

Latest accomplishment
Earlier this year I applied for the New Zealand IT services analyst role, and I was ecstatic when I got the job. The transition from a telecommunications and hardware-based role to an IT services one has been great, but I keep finding myself thinking "there is so much that I don't know that I don't know."

***Chayse Gorton** and loyal family dog Sherlock relax at home in Auckland.*

Career highlight
I enjoy doing things for the first time, so I must mention that the first time I presented to senior level executives, was quoted in the paper, and called up for an interview each provided a great sense of achievement.

What I'm doing to be a better employee
I aim to go to bed smarter than I was when I woke up. I achieve this by learning something new every day. I also find that after I have done something once I want to do it again, but to a higher standard. Hence, I try to develop skills that enables this to be achieved; for example, I attend Toastmasters regularly to improve my presentation skills.

Interests outside the office
Being active. On the weekends I tend to find myself getting out of the city exploring new places. This may involve motorbike riding, hiking or anything beach related. On weekdays I like to get involved in new sports. Most recently this has included ice hockey and futsal.

What others can't tell just by looking at me
I have a passion for cooking. I enjoy getting into the kitchen and creating something new; I am a qualified chef. I also like martial arts and earned a black belt in taekwondo.

Do you know an unsung hero?

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition? Send suggestions to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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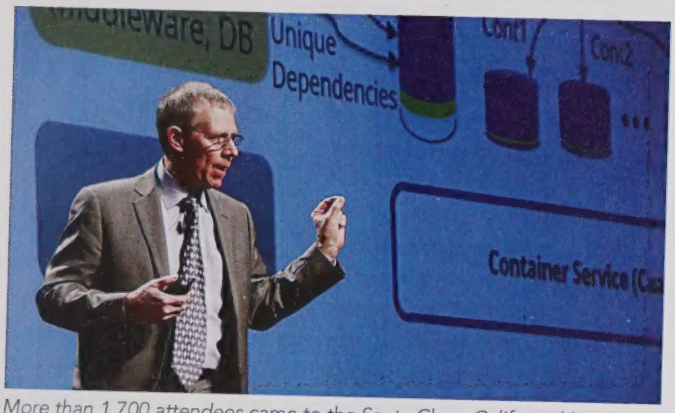
Clients find tech industry insight at IDC's U.S. Directions conferences



More than 1,700 attendees came to the Santa Clara, Calif., and Boston events; China Oceanwide executives met clients in Boston; and organizers set up the first livestream of Directions' morning general sessions.

SEE MORE ON PAGE 6

Also inside

Executives from Chinese companies attend Directions

One on one: Managing Director Sudev Bangah looks at IDC ASEAN's business in the local markets

Part 2 in the GDPR series: IDGC's demand generation business prepares for May 25

The techies awards celebrate the best products, projects,teams and individuals in the U.K.'s tech scene.

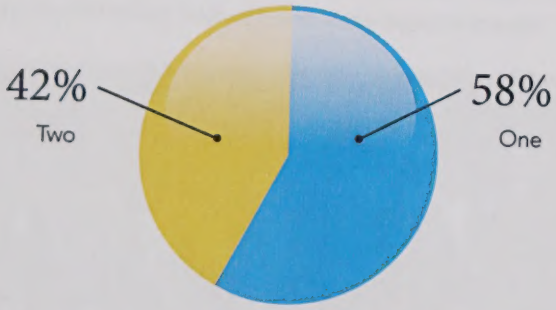
SEE MORE ON PAGE 7

Unsung Hero: IDGC Community Editor Michelle Davidson is this week's nominee.

SEE MORE ON PAGE 10

Question of the week results

In the past five years, how many mobile phone brands have you owned for personal use?



Log on to www.idgcentral.com to vote on this week's question:

Regarding Facebook's recent data privacy woes, what are you doing with your personal account?

CLICK HERE

What's cooking? Comfort food

VP /Marketing Sue Yanovitch and Global Partner Solutions Account Manager Beth Fitzgerald won golden spoon trophies at the first IDG Communications Comfort Food Cook-Off in Framingham, Mass. Employee chefs brought in main dishes and desserts, and proceeds from the price of admission benefitted a local food-related charity.

SEE MORE ON IDG CENTRAL

Executives from China-based companies attend Directions in California

For the third consecutive year, IDC China organized a trip for a delegation of executives to attend one of the Direction conferences in the U.S. and meet with IDC managers. This year's delegation included 23 executives from 12 of China's leading companies including Huawei, Tencent, Baidu, New H3C Groups, BOE, OPPO digital, TCL, Kingsoft Cloud, Sangfor and Nsfocus.

The group tour began with sessions on Feb. 26, the day before Directions in Santa Clara, Calif. IDC CEO **Kirk Campbell** introduced IDC's global business and landscape, followed by Chief Research Officer **Crawford Del Prete**'s China vs U.S. IT market update. IDC China Managing Director **Kitty Fok** hosted an interactive Q&A session, where the executives showed strong interest in how major U.S. brands conduct business in U.S. and China, the challenges faced by Chinese companies that plan to enter the market, and development trends for key technologies such as cloud.

> "The trip greatly enhanced IDC's thought leadership and explored many potential business opportunities."
> -- *Kitty Fok*

During the afternoon, the guests and worldwide IDC analysts held more than 20 meetings on topics such as AI, semiconductors, devices, security, cloud, IoT, blockchain, infrastructure and mobility.

"All the sessions were well-received and enabled guests to have a close look at IDC's in-depth research capabilities, which will further enhance our partnerships in the future," Fok said.

At Directions, the group attended a full complement of keynote sessions, breakout sessions, lunch roundtables and analyst one-to-one meetings. Many of the guests shared key takeaways and onsite photos via their social media channels. "I was truly impressed by SVP/Chief Analyst **Frank Gen**'s keynote speech," said one member of the delegation. "He gave the clearest definition and summary of the three chapters of digital transformation I've ever heard, and it was very informative and helpful."

*(Clockwise from top left): IDC President & CEO **Kirk Campbell**, CRO **Crawford Del Prete**, IDC Research Director **Bill Fearnley** talks about blockchain, IDC China Managing Director **Kitty Fok**.*

The next day, the group visited the Plug and Play Tech Center in Silicon Valley, where they had a chance to understand how incubator companies work and how start-ups grow from scratch. "This may bring potential collaboration opportunities with our future programs in China," Fok said.

"Directions provides a unique platform for IDC and our clients," she added. "It has strengthened cooperation and dialogue on DX, emerging technologies and other specific research fields. The trip greatly enhanced IDC's thought leadership and explored many potential business opportunities," she said.

Write to IDC China Marketing Manager Elly Hao. ■

IDC executives and the Chinese delegation gathered for a group photo at the Hyatt Regency Convention Center.

OneonOne

Sudev Bangah

IDC ASEAN

The managing director of IDC ASEAN is this week's columnist. Reach him at sbangah@idc.com.

"The constant need to reinvent the way we approach events — to make them fresh, exciting and innovative — is paramount, in order to sustain the business into the future."

Q Can you give provide a current overview of the IT market in your region?

A Overall, the ASEAN region represents one of the more exciting markets for IT growth, as both enterprises and consumers come to grips with the latest technologies and trends that are impacting their daily lives. The primary markets we cover are Malaysia, Indonesia, the Philippines, Thailand and Vietnam/Indochina. The ASEAN region represents slightly more than US$50 billion in IT spending, with a large portion of this coming from consumers, and enterprises spending on hardware.

With a population of close to 650 million, the excitement in this region when it comes to new gadgets or devices is high, especially since some of the largest users of social media users reside in Southeast Asia. As telecoms operators start pushing their networks further out in their respective countries, the usage of mobile devices as a premier device grows — and as such is driving the consumer habit for encapsulating their lives within the given device — utilizing it for Internet, video, music, payments and social media.

On the enterprise end, digital transformation is often used by many companies in their effort to venture further into meaningful IT projects, and most of Southeast Asia (excluding Singapore) are just at the beginning of the curve when it comes to actual digital transformation projects.

Q What kinds of market shifts do you anticipate over the next five years?

A The next five years promises to be exciting, as more enterprises move from awareness to understanding of their digital transformation projects. Governments are also expected to play a critical role in building infrastructure and are looking keenly into 5G networks that will enable greater access and connectivity within countries. While Singapore continues to be well ahead of its regional counterparts, the rest of the countries will notice a shift into a more repeatable flow of technologies enabling and driving their business objectives.

Most markets will have "leader" verticals — those who have traditionally been spending on IT — and it is anticipated that these leader verticals will now shift gears towards a larger use of IT within their organization. The smarter implementation of projects is expected to help organizations justify larger spending around technology solutions. Most organizations are caught within an innovation-justification cycle, where most CEOs will not fund the next IT-based initiative without seeing tangible returns from a previous project implementation. The next five years promises to be a point where CEOs and CIOs come together towards the building of collective business-oriented KPIs driven by the fundamentals of IT in enabling the business forward.

Q Are there a few common themes in terms of what clients in the region want most from IDC?

A In the primary ASEAN markets we cover, the countries tends to be at different stages of maturity, and therefore a lot of the work we do tends to follow within the themes of helping clients understand the playing field in-country and how to be successful within the markets they are trying to penetrate. We also assist our clients in helping them view the partnership ecosystem better and addressing the local nuances in each country. For many of our clients, they have come to realize a cookie-cutter strategy across the region will simply not work. We saw a lot of them charging headstrong into these markets with copy-and-paste strategies that fell flat and had to be modified to suit the local climate. The movement of these clients now in-country tend to be a lot better and smarter compared with five years ago, and IDC has been helping them in making these smarter decisions.

Q Does the way IDC engage its clients differ from country to country?

A If you were to group ASEAN (excluding Singapore) into a collective, a lot of the work we do tends to be advisory or custom work that will need to be suited towards specific needs within country. The large advantage IDC has here is the presence within most of the major ASEAN countries that helps to tailor-make solutions on top of pre-existing IDC products to serve the needs of clients in each country.

Both custom consulting and the events business take up majority of the engagements we have with clients, with a good mix of local tech vendors, local end-user organizations, and foreign tech vendors engaging us in-country to help them to grow within each market. Marketing is one of the more important elements for most of our clients in ASEAN, and doing joint events,

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IDG and GDPR, part 2

IDG Communications' demand generation business prepares for GDPR

IDG Communications VP/Audience Development ***Mark Lewis*** *contributed this article, the second in a series on how IDG is preparing for the European Union's General Data Protection Regulation (GDPR), which goes into effect May 25.*

As you read a couple of weeks ago in IDGC COO **John O'Malley**'s overview of GDPR, the new regulations are focused on privacy and protection of personally identifiable information, which GDPR refers to as personal data. These regulations are relevant to IDG particularly because of one of our key businesses — demand generation — relies exclusively on IT professionals providing us with their personal data. In this portion of the GDPR series, we'll discuss the changes being made to IDG systems, process and philosophy to comply with GDPR.

Lewis

IDG Communications sits in the middle of the technology buyer's journey, which puts us in an enviable position to supply the best information about IT-related topics and products. Our focus also puts us in a great place to help our clients interact with businesses looking for products. For years — and hopefully many to come — we've been collecting and providing names of individuals interested in buying technology products.

Corporations are made up of individuals and those individuals (if EU residents) will have expanded rights and protections of their personal data come May 25. For its part, IDG is obligated to make changes to its process, procedure and technology to help account for these changes.

Over the past year, IDGC's management, data, engineering and product teams have been assessing and architecting systems to comply with the series of changes GDPR calls for. In essence, the entire plumbing of IDG's demand generation, email deployment and database infrastructure will have been radically redesigned by GDPR's go-live date.

In just a few short weeks applications such as CI (IDGC U.S.'s database of record), Central Registration (registration forms' creation tool), PDRS (a Salesforce application managing demand generation campaigns), Kreatio (Connect U.K.'s campaign management platform) and Lyris (email service provider) will be going away and replaced with the following applications:

- **Hermes: IDGC's Data Platform**. This is the central customer data platform and generally will be the clearinghouse for all personal data. This system will understand campaign leads, opt-outs, consent status and much more.
- **OneReg**: A centralized platform for creating campaigns, registration forms, lead classifiers, data pass interactions with our clients and some reporting.
- **Commerce Registry**: Moving away from Lyris, we'll be moving all commercial email deployment to Commerce's systems.

Several applications are getting a facelift: List pull, which manages email lists for our commercial mailings; Scrubber, which manages leads for clients; a Bulk Import tool for list loading and a reporting tool to better understand campaign performance; and iCall — IDG Direct's database — is also working to accept more data from OneReg and interact with Hermes.

Why do we list these changes in a GDPR article? Because these key applications will power the functionality to comply with GDPR. How will those applications line up with GDPR changes? Here is a run-down of changes and the applications that manage those changes in IDGC's universe.

1. Additional layers of consent. In the pre-GDPR world, we only needed readers to consent to a very general IDGC privacy policy to market to them and share leads with our clients. In the GDPR world we need EU residents to not only consent to IDGC marketing but also to consent to client marketing for *any* client whose content they wish to consume. Built into OneReg is new functionality that can acquire readers' consent to IDGC's database *and* provide our clients with a way to get readers' marketing consent. In real time, OneReg will understand if a person is an EU resident and what level of consent they have for IDG or one of our clients. If consent is needed, OneReg will ask the reader to provide it.

2. Authentication/Double Opt-in. EU residents will now have to double opt-in to IDGC's database. This means, upon first registration, an EU resident will have to confirm their identity and email address by clicking on

continued on page 5

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GDPR

a link sent to the email address they provide. Additionally, if a person wants to update their personal information, they'll have to request an email with a link to "unlock" their profile. The last case applies to *all* readers, not just EU readers. This is a big security upgrade for IDGC U.S.

> "In essence, the entire plumbing of IDG's demand generation, email deployment and database infrastructure will have been radically redesigned by GDPR's go-live date."
>
> -- *Mark Lewis*

3. Requesting consent history. EU readers will now have the ability to see all of the instances where they agreed to share their data with IDGC and its partners. IDGC is obligated under GDPR to provide readers with an audit trail of their consent history. For example, if you've registered for 10 white papers, a reader would see a list of those actions, with date and who they consented to give access to their personal data.

4. Right to be forgotten. One of the main tenets of GDPR is for a person's right to be forgotten. Should an individual decide they'd like to be removed from IDGC's database and not receive any newsletters, marketing communication or contacted from any IDGC business unit, they can do this now with one simple request.

Despite the river of changes IDGC is making to comply with GDPR — and as onerous as they may seem — there is a light at the end of the tunnel. Publishers with quality content and business practices stand to gain by creating a new type of relationship with their readers — one of deeper trust as a result of a new openness and transparency about how data will be used. Readers will hopefully be more willing to share data with business publishers like IDGC since they now maintain a level of control over their personal data.

IDGC also stands to get data that is cleaner. It's a lot harder in a double opt-in world to use a fake email address, so our databases should be cleaner over time. On the other hand, publishers with more questionable practices stand to lose either financially, with fines, or will have to expose all of the potentially questionable ways individuals' data is being used.

Last — and maybe most important — these systems give IDGC a roadmap to centralize data from all applications and business units. If an individual interacts with a tentacle of IDG in the U.S., EU, APAC, etc. — a centralized system should know about it and be aware of that activity. IDG's strength has been in its global reach — this should be harnessed in products, intelligence and the underlying data we collect. Initially these systems will roll out for the U.S. and Connect U.K. business units. We hope many more plug in.

Write to Mark Lewis. ■

IDG Campaigns

Campaign Management Total 23 Filter by

ID	Name	Client	Live Date	End Date	Lead Goal	Delivered	Balance	OnTrack%
OReg-12345	Test	F5 net...	03/13/2018	03/29/2018	12	0	12	1.0
OReg-12346	Test2	F5 net...	03/13/2018	03/29/2018	12	0	12	1.0
OReg-12347	Patric...	Hewle...	03/12/2018	05/25/2018	200	0	200	1.0
OReg-12348	Andy t...	Absol...	03/05/2018	04/07/2018	100	0	100	1.0
OReg-12349	Rb test	Amaz...	03/16/2018	03/21/2018	100	0	100	0.0

This is a partial view of a test page from OneReg, a soon-to-be-launched centralized platform for campaign management.

Short takes: Insights from IDGC

IDG Communication s President/Demand Generation **Matthew Smith** wrote an article for MarTechSeries (Marketing Technology Insights) on predictive analytics and some of the ways ways marketers can leverage predictive analytics across different use cases.

IDGC Editorial Director, IDG U.S. and IDG U.K. **Matt Egan** spoke at FIPP's Digital Innovators' Summit in Berlin on March 20. His remarks addressed IDGC's "global pivot to hyper-vertical publisher" and the focus on quality of engagement rather than size of the audience.

Share your news, suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to share news about what their group or department is up to. Suggest someone who could author a future "One on one" column or an article about their area of expertise. Snap a photo of a fun office activity for the Photo of the Day. Nominate a deserving co-worker for an Unsung Hero profile. Pass along the name of an office mate with an interesting hobby or volunteer role. Ideas for new content are always welcome. Write to world_update@idg.com.

Clients find industry insight, business opportunities at IDC's U.S. Directions conferences

Clients, prospects and industry analysts looking for insight into ICT market trends and advice to help them gain a competitive edge found that and more at IDC's annual U.S. Directions conference, held in Santa Clara, Calif., on Feb. 27 and Boston on March 20. A total of more than 1,700 attendees participated in general sessions, power breakfasts, lunch and learn workshops and afternoon breakouts — many of which were standing-room only — that supported the theme "Innovating in the DX Economy: From Experimentation to Automation."

"We were very pleased to have top China Oceanwide managers join us in Boston for our flagship event and to meet with clients," said IDC President & CEO **Kirk Campbell**. "All of the 35 IDC analyst speakers did a great job presenting the latest technology market trends and forecasts. The Directions 2018 conference was IDC at its best and will lead to lots of new business in the upcoming months."

"Directions showcased IDC's cutting-edge knowledge and expertise, and the impressive turnout reflects the confidence our clients put in IDC," said IDG President and China Oceanwide Executive Director **Brett Liu**. "We will continue to support Directions and other outreach events and strive to provide ever-better services to our clients. I also deeply appreciate the enormous efforts and sharp focus on critical research topics by our analysts that made Directions such a great success."

*(Clockwise from top left): The presenters for the morning general sessions were SVP/Chief Analyst **Frank Gens** (The Digitized Economy, Digital-Native Enterprises and the New IT World Order), Group VP **Al Gillen** (Developers: The New DX Power Brokers), Group VP **Michelle Bailey** (Automation, Innovation and the Rise of the All-Powerful Service Provider) and Research Director **Bill Fearnley** (Blockchain, Security and the Future of Digital Trust.*

One new element at Directions was the live stream of the morning main-stage speakers in Boston. It was done in connection with KnowledgeVision, a company that has an existing relationship with IDC. "While we purposely limited our promotion to avoid hurting our onsite attendance, we were able to offer the streaming option to hundreds of clients who would have been unable to attend otherwise," said IDC Marketing Director **Patrick Gorman**.

There was also Twitter display in both locations — with multiple display boards in Santa Clara — that gave visual impact to the #IDCDirections tweets and photos of slides presented.

More than 100 analysts were busy at the one-on-one sessions with clients scheduled at three times during the day. All sign-ups are booked onsite and fill up quickly; analysts are also on call outside those times to sit in on meetings set up by IDC sales staff.

"We see a lot of business get done at Directions," said Director of Sales Enablement **Jill Toole**. "Attendees are impressed by IDC's strength, breadth and leadership that is all on display at Directions, and these meetings can turn into con-

continued on page 7

*(L-R): VP/International Business Development, China Oceanwide **Owen Wang**, IDG President and China Oceanwide Executive Director **Brett Liu** and IDC President & CEO **Kirk Campbell** met with clients during Directions in Boston.*

*(L-R): Senior Account Executive **Donna Berkman**, Director of Sales Enablement **Jill Toole**, Senior Account Executive **Craig Salk**, and Client Service Representative **Lynda Sterling** staff the registration table in Boston.*

JASON ALLARD PHOTOS

The techies awards celebrate the U.K.'s top products, projects, teams

*IDG U.K. employees who worked on the techies awards included (back, l-r): **Matt Egan, Nick Kerby, Charlotte Jee, Christina Mercer, Lydia Emmanuel-Desir, Ash Patel, Luc Borg, Matthew Hislop, James Walker, Anna Josko** and **Scott Carey**. (Front l-r): **Dominik Tomaszewski, Greeshma Suresh** and **Hannah Davidson**.*

IDG U.K.'s Techworld hosted the techies 2018 awards in London at the five-star Montcalm Hotel in London on Feb. 22. It was the third year Techworld has recognized and celebrated the best in the local tech sector, distributing 16 awards for tech products, projects, teams and individuals.

The techies 2018 saw great traction from some of the leading technology companies such as Box, GoCardless, Luminance, Expedia, Yodel and the like. There were returning entries from Dataiku, RNF Digital, Satchel and others, "which echoes how much the techies are valued by our audience," said Events Marketing Manager **Greeshma Suresh**.

The 2018 techies initiative had some changes. These included adding some categories and removing others; making the microsite more user friendly with a dedicated FAQ section, a page featuring past winners to encourage new entries and the capability to download questions prior to starting the online submission.

"The editorial, development and design teams were hugely supportive in making it all happen in a timely fashion," Suresh said. "A big thank you to Techworld Editor **Charlotte Jee** and her team for all their help hosting and contributing to the event's overall success."

IDG U.K.'s careers partner, Jobbio, had a major presence and held a competition featuring Willy Wonka-inspired golden envelopes that were stuck to bottom of the conference room chairs. The crowd went into excited treasure-hunting mode when Jobbio's CEO announced that one of them contained a ticket to a full Jobbio subscription worth £10k (US$14,111).

A post-event survey garnered much positive feedback. "We haven't entered an award for some time and needed some more up to date award news to talk about," said one vendor. "We entered the techies before alongside a customer and decided this was the best tech-related awards to enter in the U.K."

Write to Greeshma Suresh. ■

continued from page 6

Directions

PATRICIA SMITH

*Insights Consulting Director **Andrew Munton**, Research Manager **Stacey Soohoo** and Program VP, Customer Insights & Analysis **Jessica Goepfert**.*

*Photo frames were a new marketing element in Santa Clara and a hit with attendees and IDCers alike. (L-R): IDC's **Laurie Horn, Steve Fontaine, Kelly Petersen** and **Kevin Brode**.*

tracts. Every rep there had multiple meetings set up, in advance, throughout the day."

She added that the whole Directions season is a sales opportunity. "Offering a comp invite is a great way for a rep to touch base and offer something of value. Whether or not the recipient can attend, we see these interactions turn into meetings about what IDC can do for them. Every registrant has access to the proceedings (PDF slides and audio mp3s), and our sales team follows up with attendees based on what sessions they attend, or meetings they had, to keep the momentum and relationship going."

All of IDG Communications' brands co-sponsored Directions, and IDGC sales teams had opportunities to offer complimentary invitations to select clients and prospects.

MIT Economics Professor David Autor spoke about automation and its impact on employment during the closing keynote on both coasts. He discussed why advancing automation has tended to raise rather than lower unemployment and how the economic value of the man/machine relationship brings significant opportunities for human advancement.

Write to Jill Toole and Patrick Gorman. ■

noteworthypeople

Promotions

IDC France
Strategic Account Director/EMEA **Jerome Drevet** has been named country manager following **Didier Krainc**'s retirement from IDC on March 31. Krainc will be a consultant through 2018, supporting and coaching his successor and leading some of the local events and end-user initiatives. "Having joined IDC France in 2005, Jerome has taken on a number of key sales roles over the years," said IDC Western Europe COO **Robert White**. "Most recently he has acted as the regional account manager for Microsoft and managed several other key French-based major accounts. Jerome has demonstrated he is results orientated, achieving successful individual results over years, and he is very capable of managing complex accounts by deployment of his individual skills and by deployment of IDC's internal resources from across the internal network. These are skills that will serve Jerome well in his new role." jdrevet@idc.com

Drevet

SVP/Custom Solutions **Scott McLarnon** recently announced several promotions in **IDC's Worldwide Custom Solutions** group. **Matt Marden**, formerly research manager, has been promoted to research director, Business Value. "Matt is widely-regarded by IDC clients, sales, analysts and consulting project managers as the consummate partner for Business Value projects, and he conveys a competence and professionalism valued by all. Matt is working with theinteractive tools team to introduce the dynamic Snapshot/infographic – a highly graphical lead gen tool that incorporates a BV model. With his promotion, Matt will increase his visibility in business development and client outreach, including a roundtable session at Directions." mmarden@idc.com

Marden

Tom Richard, previously engagement specialist, has been promoted to engagement manager. "Tom has worked diligently for several years to develop and manage the Custom Solutions language translation process," McLarnon said. "In that role, he has maintained a high level of product accuracy, client satisfaction and on-time delivery for projects spanning multiple regions around the world. Tom is recognized as a dedicated project manager who has developed strong relationships with local IDC country offices to address the specialized needs of our clients. In his continuing role, Tom will further develop the service offering to the client as IDC content moves more into the online and mixed media space." trichard@idc.com

Richard

Engagement Director **Paul Morrisette** has taken on management responsibility for the Project Management Office in IDC's Worldwide Custom Solutions Group. "The PMO works with IDC clients, sales, analysts and consultants to produce and deliver a high volume of custom and licensed content that supports our clients' marketing programs and sales initiatives," McLarnon said. "Paul is a strong individual contributor working closely with key IDC clients, including AT&T, Dell EMC, IBM and Lenovo. His role and responsibilities have expanded to lead the high-performing team of Danielle Schwartz, Tom Richard, James Mistovich and Amy Catalogna, which manages more than $15M of custom business annually." pmorrissett@idc.com

Morrisette

New employees

Account Director, Events **Brooke Park** joins **IDG Communications**. She was a new business account manager for sales and marketing solutions at Dun & Bradstreet. Brooke has a B.A. in communications and media from Worcester (Mass.) State University and enjoys outdoor activities in N.H.'s Lakes Region. brooke_park@idg.com

Parke

IDC Manufacturing Insights welcomes **Aly Pinder, Jr.,** as program director, Service Innovation and Connected Products. He was previously director of member research and communities at The Service Council. He has a B.S. in business administration from Pepperdine University in Malibu, Calif., and an MBA in supply chain management from Boston's Northeastern University. A big baseball fan, he aims to see a live game in all current stadiums in the U.S. and has visited 18 ballparks. apinder@idc.com

Pinder

Formerly a senior analyst at TBR, **Sebastian Lagana** is a research manager with **IDC**'s Server and Storage team. He has a B.A. in English and an MBA from the University of New Hampshire in Durham, N.H. He enjoys surfing, skiing, golfing, hiking and cooking and is looking forward to a trip to the Azores in a few months. slagana@idc.com

Lagana

IDC welcomes Client Relationship Manager/ Financial Services **Frank DeLuca**, who was recently a business analyst at TIAA-CREF and also spent 12 years at Fidelity Investments, mainly in operational and client service roles. He has a B.A. in English from Suffolk University in Boston and enjoys reading, writing, golfing, outdoor activities and following the Sox, Patriots, Celtics and Bruins. fdeluca@idc.com

DeLuca

Senior Research Analyst **Stephen Belanger** joins **IDC**'s Computing Platforms/Worldwide Infrastructure group after working at Abt Associates as a resource planning specialist. He has a B.S. in business administration from the University of New Hampshire in Durham, N.H. Steve enjoys golf, reading and following New England's sports teams, especially the Red Sox. sbelanger@idc.com

PETE SHORT
Belanger

Junior Account Manager **Linnea Jakobsson** has joined **IDG Sweden**'s B2C group. She had been with Swedbank's card and customer support division while studying marketing communications and IT at Stockholm University, from which she'll graduate in June. She enjoys traveling, especially to places where she can dive, tennis and time with family and friends. linnea_jakobsson@idg.se

Jakobsson

IDC's Industry Account group welcomes Client Services Representative **Dianne DiGiacomantonio**. She had been a senior CSR with Globe Direct. She has an associate's degree in business administration from Mass Bay Community Collge and enjoys traveling, gardening, antiquing, reading, cooking and long car rides. ddigiacomantonio@idc.com

DiGiacomantonio

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company March 19 - 31.

31
Rick Villars *IDC*

30
Kirk Campbell *IDC*

29
Judy Bonasoro *IDC*

26
Robert White *IDC U.K.*

25
Klaus Breu *IDG Germany*

23
Jacki McDonald *IDC*

21
Kevin Krull *IDG Corporate Services Group*

20
Karen Cash *IDC*

18
Paul Moon *IDC*
Monica Bennett *IDC*
Vanessa Teal *IDC U.K.*
Mattias Malmqvist *IDG Sweden*

15
Satoshi Fukutomi *IDC Japan*

14
Steve Kempton *IDC*
Shawn McCarthy *IDC*

13
Susan Joyce *IDC*

12
Petr Jirovsky *IDC*
Henric Jogin *IDG Sweden*

11
Michelle Bailey *IDC*
Boyd Chastant *IDC*
Kao Yang *IDC*
Deepa Ahuja *IDC MEA*

10
Simon Piff *IDC Singapore*
Denise Dye *IDG U.K.*
Tsuneo Tosaka *IDC Japan*

9
Dipika Shetty *IDC CCR*

8
Pamela Sumanga *IDC Singapore*
Stephanie Ho *IDC Taiwan*

7
Thasanthan Srikanthalingam *IT World Canada*

6
Ashish Nadkarni *IDC*
Eric Samuel *IDC MEA*
Elena Semenovsaia *IDC Russia*

5
Tom McGrade *IDG Communications*
Michael Feighery *IDG Communications*
Lauren Landini *IDG Communications*

4
Eckhardt Righi *IDC Benelux*
Luc Borg *IDG U.K.*
Lisa Mezö *IDG Sweden*

3
Victoria Brown *IDC*
Carla La Croce *IDC Italy*
Alexandros Stratis *IDC U.K.*
Anitha Chellaperumal *IDG Corporate Services Group*
Lewis Painter *IDG U.K.*
Ruban Uruthirasingam *IT World Canada*

2
Jonathan Leung *IDC China*
Lickey Li *IDC China*
Danny Kao *IDC Taiwan*
Tyler Masterson *IDC*
Giulio Raffaele *IDC Italy*
Audrey Rashin *IDC Russia*
Cihan Kural *IDC Turkey*
Charlie-Mae Baker *IDG Australia*
Geeta Hobo *IDG Benelux*
Tom Drummond *IDG Global Solutions*
Laura Askew *IDG Connect*
Wendy Martinez *IDC Mexico*

1
Leah Lee *IDG Communications*
Angela Daniels *IDG Communications*
Vera Kuratova *IDC Russia*
Alina Inosova *IDC Ukraine*
Aarthi Balakumar *IT World Canada*
Sophia Khan *IT World Canada*
Yessica Rivera *IDC Mexico*

Be IDG social

Stay up to date on all things IDG by following the company's corporate social media accounts. For IDG Communications, go to Twitter, Facebook and LinkedIn, For IDC, go to Twitter, Facebook and LinkedIn. Share and retweet!

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One on one

conferences, workshops and advisory panels are some of the higher end "thought leadership" work that we do with our clients.

Q Briefly describe your region's event business. What challenges/opportunities have you been dealing with?

A The events business has been significantly important to get not just IDC's brand out into the market, but to also help both local and foreign tech vendors brand themselves well in the market. Up until now vendors have been seeing the benefit of partnering with IDC in co-branding events, as we continue to have the clout and the reputation to bring in the CIO community to engage and discourse.

Over time, though, clients have also been moving towards conducting their own events. As the pressure from competition began to heighten, the concern over a "shared platform" also began to rise. With such a finite group of executive-level CIOs and LoBs who would attend these events and represent the core decision makers for enterprises, the constant need to reinvent the way we approach events — to make them fresh, exciting and innovative — is paramount, in order to sustain the business into the future.

Q Can you name a few examples of how employees in the region collaborate?

A Most employees collaborate through custom consulting projects that see a given client want to create strategies to penetrate into multiple ASEAN markets. Workgroups and chat groups tend to be formed, and teams collaborate by sharing ideas or discussions they might have had with end users so as to find a common theme that can be signified as a core recommendation to the client.

We've also seen this across the events space, where more mature market event managers will share best practices and innovative ideas to deploy across countries. This helps each country keep on their toes in terms of having fresh events and fosters a collaborative environment within the region.

Q How has your IDC career path prepared you for a regional role?

A I was fortunate to begin my career at IDC 10 years ago in a cross-product/consulting role where I was immediately entrenched in work across Southeast Asia. From very early on, I was managing consulting projects in different technology areas, across multiple clients, in multiple countries. This helped me appreciate the local nuances of each market and enabled me to immerse myself within each country's culture, so I could quickly understand how local clients and end users think. I would say this was one of the more important elements that helped me prepare for this regional role. ■

unsunghero

Michelle Davidson

Community Editor, Editorial

IDG Communications

IDGC Director, Editorial Data & Analytics ***Sharon Machlis*** *nominated* ***Michelle Davidson*** *as an unsung hero. "Michelle is a talented editor with an increasingly important role at U.S. B2B editorial. Her job requires a combination of creative thinking and attention to detail, and she excels at both. Unflappable on deadline, she's always ready to pitch in and help with a project. In the words of one colleague: 'Michelle takes on new duties with grace and determination.' We're glad to have her on the team!"*

Joined IDG
I originally joined Computerworld in 1994 as a copy editor. I left in 1998 and returned in 2016 as a blog editor, marking one of the biggest boomerangs at IDG.

Primary job responsibilities
I manage all of the core blogs for CIO Online, Computerworld, CSO and Network World, editing the bloggers' posts, helping bloggers with images, bringing on new bloggers, managing their invoices, and tracking the page views of their posts to make sure they're performing as expected.

I also help with the sites' social media efforts, posting content to their social pages, interacting with followers, and helping to drive traffic to the sites from their social pages. I'm in the process now of developing a social media strategy for our sites to ensure we follow best practices and are getting a return on the efforts we put into social media.

What I love most about my job
Editing articles. As strange as it might sound, I think editing is fun. And when I edit articles about technology, I learn so many interesting things.

A hot-button issue I'm dealing with
Developing a social media strategy and effectively using social media for the sites. That involves using the correct tools, developing best practices, and staying current on the social media platforms' ever-changing algorithms and practices.

What I would love to talk about with colleagues at other IDG business units
How they deal with difficult writers — contributors who think they don't need an editor. When, in reality, everyone needs an editor — even editors.

Michelle Davidson's work involves editing blog posts, posting content to the sites' social media pages and helping editors with content.

Latest accomplishment
Created social media profiles of the sites to be included in the social media strategy document.

Career highlight
Reorganization of the blogs across four sites. When the sites' topics changed, the blogs had to be reorganized. Some were discontinued, some were moved, and some were condensed. I oversaw the entire project and made sure the bloggers who stayed with us were happy. I've since developed strong relationships with the bloggers and work with them closely on their posts.

What I'm doing to be a better employee
I'm attending social media webinars, and next month I'm taking a Photoshop class to help me with the work I do with photos and graphics.

Outside interests
Movies (every year I try to see all of the Best Picture Oscar nominees), my new Golden Retriever puppy, playing trivia, working out and political causes.

What others can't tell just by looking at me
I lift weights as part of my workout routine, and I'm rather strong for a petite woman. I can deadlift 170 pounds.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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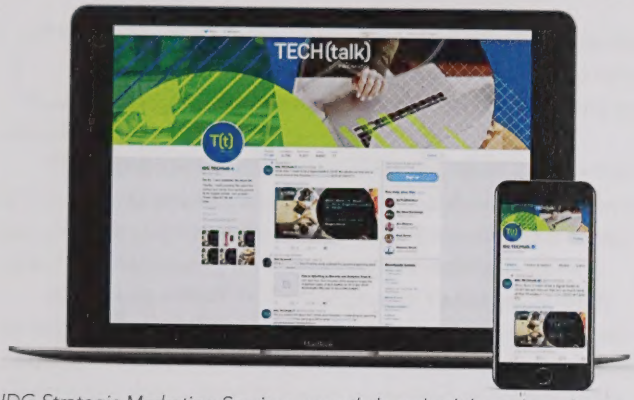
IDG TECH(talk) has new logo, brand strategy and visual language



IDG Strategic Marketing Services recently launched the re-branding to reflect IDG TECH(talk)'s growing organic community among tech experts and influencers.

SEE MORE ON PAGE 2

Also inside

IDC Turkey's two IT Security Roadshow events show strong sponsor support

Pan-IDG efforts well underway to be ready for EU's individual privacy rights regulation

IDC SVP Dave Reinsel announces promotions

IDGC, China Oceanwide staff meet in Beijing for wide-ranging discussions.

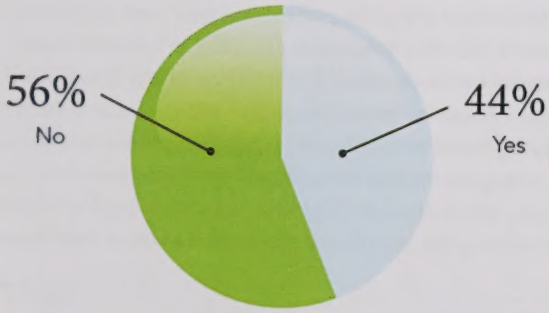
SEE MORE ON PAGE 9

IDC China welcomes IDC A/P, China Oceanwide guests for Chinese New Year party.

SEE MORE ON PAGE 10

Question of the week results

Have you ever tried a virtual reality headset?



Log on to www.idgcentral.com to vote on this week's question:

In the past five years, how many mobile phone brands have you owned for personal use?

CLICK HERE

IDC, CIO.com top influencer study

Onalytica, an Influencer Relationship Management software vendor, released its Digital Transformation 2018 study identifying the top social influencers, brands and publications driving the digital transformation conversation.

IDC was the top digital transformation influencer brand globally and CIO.com the top publication on the topic during the Jan. 1 to March 8 study. Full results here.

IDC's individual influencers were: SVP/Chief Analyst **Frank Gens** (#22), SVP/**Matt Eastwood** (#33), IDC U.K. Research Director **Francisco Jeronimo** (#33), IDC U.K. Research Director Philip Carnelley (#98) and IDC U.K. Chief Analyst/Europe **Philip Carter** (#100).

In addition, IDC EMEA #13 among top brands, and IT World Canada, a longtime IDG licensee, was #50 among publications.

Onalytica looked at social topical influence and topical authority by analyzing their social engagement on Twitter and how much influencers were referenced in association with digital transformation on Twitter, Instagram, Facebook, YouTube, Forums, Blogs, News and Tumblr content.

IDG TECH(talk) revamps with new logo, brand strategy and visual language

IDG Strategic Marketing Services Head of Creative Strategy ***Justin Ellis*** *and SMS Social Media Director* **Ginevra Adamoli** *led the IDG TECH(talk) rebrand. They have contributed this article to showcase the work and provide a guide for IDG Communications colleagues who will be rolling out the brand to local markets, and to give others in the company insight into how strategic design thinking leads to stronger brands.*

On Feb. 9, IDG Communications' pure-play social media brand TECH(talk) officially launched its rebrand to reflect its growing organic community among tech experts and influencers.

The brand has launched a new logo and visual identity that will be used to position it as the leading social and audio channel covering the very latest trends and developments in technology and IT — a community for exceptional technology insights.

At the core of IDG TECH(talk) there is a solid social media strategy inclusive of a social media content calendar, visual templates (GIFs, animated video, promotional static images), engagement tactics and a dedicated team composed of content strategists, social media strategists, editors and third-party influencers.

"We have a real community around IDG TECH(talk) made up of CIOs, IT directors, independent reporters, influencers and analysts," said **Gordon Plutsky**, director, Insights & Performance Marketing, SMS. "This is what sets us apart. We talk to our followers daily, getting on calls with them and listening to how they want to be part of the community."

TECH(talk) FROM IDG

Toward the end of 2017, in cooperation with IDG Marketing, the IDGC Social Media and Digital Experience teams began working together to evolve the TECH(talk) brand; to create a stronger presence and commercial appeal that could be leveraged for bigger and more ambitious social media custom programs, and to extend its reach into audio channels, to support the growing demand from customers for audio broadcasts and podcast series.

Strategy

The brief was to develop a new brand identity depicting a distinct aesthetic to pave the way for a consistent experience across all TECH(talk) social channels worldwide. This was to include a new positioning statement for the brand and associated social bio for all channels, re-designing the logo and evolving some of the visual assets.

What is TECH(talk)?

IDG TECH(talk) originated as a way to distribute and promote a client's content via social channels.

The channel has been used for social ads and community building including Twitter chats. The latter has drawn a wide range of influencers and C-level participants making IDG TECH(talk) a true and engaging community.

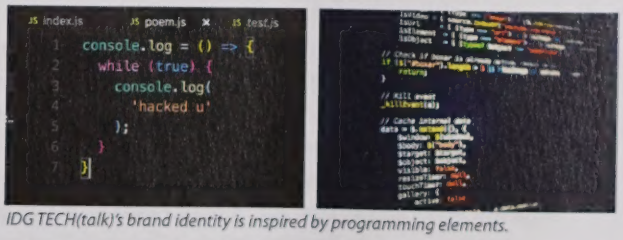
T(t) FROM IDG

Guided by a moderator and a guest speaker and supported by a sponsor, IDG TECH(talk) currently draws anywhere from 50 to 120 participants per session, while its social ads average a click-through rate of 1.5%. Anchored by the new brand strategy explained in this article, IDG TECH(talk) will continue expanding into EMEA and APAC with the goal to socialize content in such a way as to engage key audiences through, for example, video, audio and social channel takeovers.

Our approach has been a holistic one; peeling all the layers of the brand back and developing a new brand strategy from the ground up including defining its vision, mission and values and articulating its value proposition to the audience and an organizing principle that guides all the brand's published content and activities.

The entire brand identity has been designed with authenticity. It harks back to the origins of technology and programming language, reflecting the colors, typography and graphic devices used during those early days of computing — as reported in the first publications of Computerworld launched by IDG founder Pat McGovern — and the founding companies of Silicon Valley such as Hewlett Packard and IBM.

"It is great to see the TECH(talk) brand evolving within the IDG portfolio," said IDG Communications CMO **Josh London**. "Working together with Marketing Services, it was encouraging to see this project — and emerging brand — develop within our brand



IDG TECH(talk)'s brand identity is inspired by programming elements.

continued on page 2

continued from page 3

TECH(talk)

architecture. The creation of a digital style guide will help our social and marketing services teams around the world maintain a consistently strong offering."

Logo and color

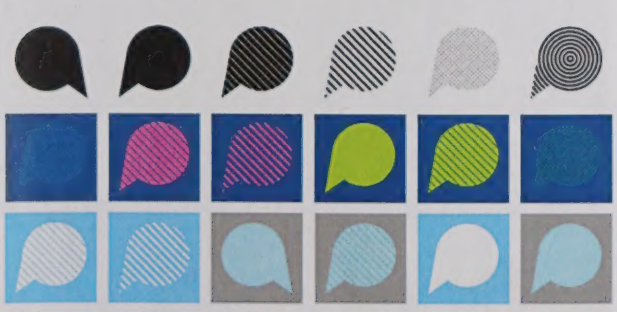
The new logo design is inspired by the community-based nature of the brand and its conversational mission. This is represented by the use of brackets referencing the coding constructs frequently used in programming language. Environment is also a major consideration for the TECH(talk) brand. Since it is a pure-play digital and social brand, it is nearly always visualized in a thumbnail image as part of its social channel profile page. Creating an abbreviated T(t) version of the logo provides greater flexibility and visibility in these environments.

An abbreviated T(t) version of the logo provides greater flexibility and visibility in social channels.

The new color palette precisely replicates the HEX color values used in original programming from the early days of technology. This palette has been applied through a primary, secondary and supplemental color system that is designed to be a fresh and contemporary take on these established colors. The palette provides the social media team with a wide range of options when combining colors together to create vibrant and striking assets that stand out in crowded and content-heavy environments.

Graphic devices

Everyone is familiar with the speech balloon or bubble. It has been an icon synonymous with conversation since its inception as far back as 600 AD in Mesoamerican art and in 18th-century printed broadsides, when it first appeared in political cartoons. Most recently it has been closely associated with social media.



The frequent use of the speech bubble in the brand identify infers multiple conversations and interactions -- a key element of IDG TECH(talk)'s mission.

There is a train of thought that says, as an icon relating to social media, it is overused and hackneyed. We don't agree. IDG TECH(talk) celebrates the speech bubble, taking it to another level and using it in a bold, compelling and colorful way - the 'TECHbubble.' You will see the TECHbubble appear throughout the implementation of the brand identity, often multiple times in the one execution to infer multiple conversations and interactions — a key objective behind IDG TECH(talk)'s *raison d'être* and mission.

Photography

Photography style has been specifically selected based on composition, angle, contrast and color. There is a focus on natural lifestyle shots with an emphasis on the balance between technology and the users of technology, and how technology 'lives' with people and positively benefits their lifestyle (work and leisure). When implementing the brand and creating brand assets, photos used should include hints from the color palette, complemented by interesting and unusual camera angles.

The style of photography highlights the natural connection between technology and people, with hints from the color palette.

Implementation

The core brand strategy and brand architecture has been brought to life through a unique visual identity that visually reflects and speaks to the growing organic TECH(talk) community. This community covers a full complement of social channels including Twitter, Facebook, LinkedIn, Instagram, YouTube, SoundCloud and Apple's App Store.

"What we are doing with IDG TECH(talk) is thinking about how our users are consuming content on social channels, taking a closer look at the visualization of content, format, style and how each element brings users back to the core of the brand and logo," said SMS Social Media Director **Ginevra Adamoli**.

This focus on the external and internal audience has and will continue to lead to many monetized opportunities for SMS globally. These include sponsored Twitter chats, content created by IDG in collaboration with influencers, social ads and event amplification through influencers and the social

continued on page 4

continued from page 3

TECH(talk)

team. In fact, social media services has been one of Marketing Services' fastest growing and most profitable products, and the IDG TECH(talk) brand is the platform that helps power that growth. The plan is to continue growing the TECH(talk)brand globally, expanding its community in EMEA and APAC, and thus opening new revenue opportunities while delivering valuable insights and information to the audience.

> "A digital style guide will help our social and marketing services teams around the world maintain a consistently strong offering."
> -- *Josh London*

Part of this recent expansion has been into audio and video. There will be a renewed presence and channel strategy for IDG TECH(talk) on YouTube, and the brand has now also extended into SoundCloud where SMS is building out out a podcast channel to host IDG custom podcasts, soon to be followed by a podcast website hosting a wide range of IDG audio content.

Animated assets

The visual toolkit also lends itself well to the creation and syndication of animated gifs. The flexible elements are animated independently and can be brought together to collectively tell a story and to be used to promote social initiatives such as Twitter chats. These initial concepts show how animations can create even more standout and draw audience attention.

"Our creative challenge was to visually bring to life 'conversation' aligned to the dynamic nature of technology in a fresh and compelling way," said SMS Art Director **Mike Toney**. "The design solution for TECH(talk), though layered, is a simple one: to convey the notion of conversation with layers and patterns which give the creative a playful and energetic sense of movement, and address technology with the other two elements typography and the color palette. Although every element serves a purpose, the idea is that the end result is greater than the sum of its parts, and establishes the idea that IDG stimulates dialogue around the complex and leading-edge subject of technology."

This is a screenshot from an animated asset; see the animated version with this article on IDG Central.

Digital style guide

All the new brand assets and brand guidelines have been collated in a brand new digital style guide and asset management platform to help IDG social media teams around the globe manage their TECH(talk) social channels. The style guide is fully editable and scalable and will help grow the brand organically over time.

"I would like to thank Gin and Gordon and the rest of the social media team for the opportunity to work on this project," said SMS Head of Creative Strategy **Justin Ellis**. "I am enormously proud of the work that the digital experience team has put into the TECH(talk) rebrand; the strategy, design thinking, creativity and attention to detail is fantastic to see. Special thanks go to **Joe Altria**, [now IDG Connect's creative director] and Mike Toney for their help bringing the vision to life. For an in-house brand identity, design system and visual language, this really is a world class piece of work – and a first for an IDG brand. I am looking forward to seeing the brand develop over time to realize its mission and drive many social media marketing dollars for IDG."

> "In fact, social media services has been one of Marketing Services' fastest growing and most profitable products, and the IDG TECH(talk) brand is the platform that helps power that growth."
> -- *Justin Ellis*

"It's marvelous to see the team thinking about visual brand building for our properties," said IDGC Global VP of Client Solutions **Jason Tenenbown**. "In this user-driven world, design can be the key to unlock emotional connection with a customer. The team did a terrific job as they formed their rationale for the brand and executed against their initial vision. The work shows that. And, I am excited to see TECH(talk) and its new identity meet the market."

Write to Justin Ellis or Gin Adamoli. ■

Pan-IDG efforts well underway to be ready for EU's individual privacy rights regulation

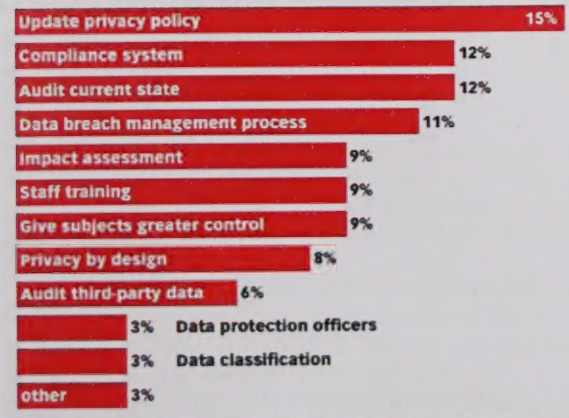
This article is the first in a series on how IDC, IDG Communications and the IDG Corporate Services Group is preparing for the European Union's General Data Protection Regulation (GDPR), which goes into effect March 25, 2018.

Beginning May 25, all companies worldwide will have to comply with a new regulation governing individual privacy rights for citizens of the European Union.

The EU's General Data Protection Regulation (GDPR) covers personally identifiable information, including that of consumers, employees, customers, contractors, or any other person, which GDPR refers to as personal data (PD). This covers information such as email, telephone, cookie, IP address and name of an individual, and brings with it a myriad of organizational requirements including accountability and record keeping, processing, transfer, and breach notification.

GDPR covers areas such as data collection, storage and how this kind of information is used. It is designed to give EU citizens, regardless of where they live in the world, more control over their own data and what information companies have and share with or without their consent. It gives users the right to be forgotten and be removed from all systems and communication. For those that do not comply with the regulation fines can be 20M Euros or 4% of turnover, and for the first time it will be a regulation that is not just for companies based in the EU.

Top Priority for Implementing the General Data Protection Regulation (GDPR) According to UK Marketers, Oct 2017
% of respondents



Source: Direct Marketing Association UK (DMA UK), "GDPR and you: 2017 chapter four," Oct 19, 2017
233910 www.eMarketer.com

IDG Communications COO **John O'Malley** noted that many employees who may not be involved in day-to-day preparation for GDPR have been hearing about it from customers and suppliers. "There are also a number of companies who feel panicked by the regulation and are sending exhaustive questionnaires to understand our position. GDPR can certainly be daunting. The question on what we are doing is a natural one. We hold a large data store and have a 'legitimate interest' — words you will hear for GDPR — in keeping readers and buyers of IT products and services connected, and we do hold consent near and dear to our business.

Mills

"IDGC started out the journey to GDPR compliance last June when we formed a steering committee with representatives from legal, data, technology, finance, HR and country managers. We appointed IDGC VP/Finance Keith Arnot as our data protection officer, and I drew the short straw for heading up the committee. We focused actions around a number of keys areas to comply with GDPR such as auditing and mapping data stores and system, documentation around privacy and cookie policy, agreements between IDG and suppliers as well as between business units., and employee training for IT security and data governance. We are working in all of these areas as we really needed to recut how we work and do business across the company. This is a process."

IDG Corporate IT Director **Bushra Khalid** is leading the technical effort for the IDG Corporate Services Group, which consists of Legal, Financial Accounting, Tax, Credit, Benefits, IS and HR. Those departments deal most often with employee data, customer data and vendor data and don't work with consumer data as much as IDGC or IDC. Khalid outlined CSG's four-step approach to GDPR compliance:

Khalid

"**1. GDPR Awareness Workshops**. We conducted several workshops to educate CSG employees on data privacy requirements and how the GDPR legislative changes would affect our employees.

2. Maturity Assessment. During this phase we performed a data inventory, as understanding what data you

continued on page 6

continued from page 5

GDPR

have is essential to provide adequate protection. We met with all CSG groups and using configuration reviews, interviews and process observation, we were able to develop a data inventory to accurately document all of the data repositories at CSG.

3. Gap Analysis. We are reviewing all of our processes to make sure we understand where our business-critical data resides and who has access so that we can put in place processes to ensure full visibility of possible vulnerabilities and threats. For any new projects, we will be conducting data protection impact assessments to help identify and access any privacy risks during data processing activities so that we can take steps to minimize or mitigate privacy risks.

4. Gap Fixing and Roadmap to Compliance. Build a risk-based plan and tackle the high-risk areas first."

Currently, Khalid's team is wrapping up the gap analysis phase and putting plans in place to mitigate any risks.

IDC CIO **Mitchell Rose** said that IDC is fully committed to the GDPR and working hard to ensure compliance around the world. The first step was to conduct a data audit of the personal data IDC holds.

Rose

"We worked with a third-party specialist to audit all our internal processes and identify personal data wherever it may reside," Rose said. "We've been analyzing and documenting our rights — and our vendors' rights — to handle that data. We're reviewing, and where necessary, up-dating our security and privacy policies to ensure compliance as well. We are looking to appoint a Global Data Protection Officer and expect to have one in place very soon. IDC EMEA IT Director **Christian Lachawitz**, based out of our Prague office, has been managing this huge effort, and he has worked with many other IDCers inside and outside the EU to drive this critical initiative."

Over the last year, the IDG corporate legal team has been working with IDG Communications, as well as IDC and IDG, to support its GDPR compliance efforts. "While the steps organizations must take to comply with GDPR can seem quite onerous, the process itself has provided an opportunity for IDG to really step back and evaluate how it collects, processes and stores the personal data of not just its EU-based customers and employees, but overall," noted International Data Group, Inc. Associate General Counsel **Leigh Mills**.

Part of this exercise involves asking some key questions such as: Why and for what purpose is IDG collecting personal data? Where is the data stored? How is the data secured? Who has access to the data? How long does IDG need to keep the data? Is the data shared with any third parties?

Mills

"This information is key to helping IDG develop or update policies, procedures and contracts, designed to enable IDG to operate its business in a way that is transparent and that protects the personal data and privacy rights of IDG's employees and customers," she added. "As we work across IDG to help implement the GDPR requirements, it is important to remember that May 25 represents not an end, but the beginning of IDG's GDPR compliance journey. Compliance is and will continue to be an ongoing and shared responsibility and individuals who handle personal data will need to consider GDPR and data protection in general in the coming months and years ahead."

O'Malley agreed. "We all have a part to play in protecting our future as well as respecting the rights of the community we serve under this new EU regulation," he noted.

Write to John O'Malley, Bushra Khalid, Mitchell Rose and Leigh Mills. ■

Coming up in this series

To keep all employees informed about the company's progress toward the GDPR deadline, during the next several months IDG World Update will include updates from key individuals working on preparations for the GDPR deadline. These include:

- IDGC President, Demand Generation **Matt Smith**, as demand gen is an area most in focus for personal data with the fine line of adding information to buying decisions and connecting IDGC's audience with sellers when permitted.
- IDGC VP/Engineering **Thomas Alexander**, whose team has been building 'privacy by design' with a new customer data platform (CDP) and registration system as well as making it easier to find users and remove them upon request. IDG Germany's **Stefan Huegal** is the GDPR representative for the global technology board and can provide the local country view of that. A closer look at IDC's initiatives will be provided as well.
- IDG VP/Global Training & Development **Laurie Butson**, who along with IDGCG's **Bushra Khalid** andIDC's **Mitchell Rose** has been developing a plan to bring employees into awareness and compliance for GDPR and IT security.
- IDGC's Data Protection Officer **Keith Arnot** will round out the series with IDG Legal's **Leigh Mills** to update the rate of progress toward the deadline, milestones passed and what the process will be for reporting any data breach as well as the places employees can go for further information and how to become more involved.

IDC's two IT Security Roadshow stops in Turkey show strong partner support

IDC Turkey held its largest annual event last month, the IT Security Roadshow (ITSEC) in Istanbul on Feb. 13, part of IDC's Security Roadshow series that includes 29 cities in Central and Eastern Europe, the Middle East and Africa and 21 cities in Western Europe.

With 545 end-user attendees and 49 partners, the Istanbul conference featured 17 partner presentations and 43 end-user speakers, including panel discussions. ITSEC was also held in Turkey's capital, Ankara, on Feb. 22 and drew 270 end users and 25 partners; 12 partner presentations and 33 end-user speakers were on the agenda, including panel discussions.

Despite vendors' shrinking marketing budgets, the two events combined brought in $423,755 in revenue and rank No. 1 in terms of revenue, content and number of attendees for the series globally. IDC Turkey Country Director **Nevin Çizmecioğullari** noted the continued success is due in part to "our hardworking and creative Senior Sales Manager **Onur Hamitoğlu**. Onur has signed up many new vendors, provided his own deep-dive proposals, established pre-event surveys to provide leads, called up vendors' reseller partners to get them to attend and done everything he could to make clients happy, including getting cables for their TVs in the exhibit area."

*National news channel HaberTurk interviews IDC Turkey Country Director **Nevin Cizmeciogullari**.*

While there are many security events in Turkey, Çizmecioğullari said IDC's is the most highly regarded. It has been the market's major independent gathering platform ever since its debut in 2008.

As it has for previous ITSEC events, IDC Turkey relies on its 30+ CISO Expert Club, an advisory board composed of CISOs from the country's most prestigious companies and banks, to provide guidance on content for the agenda. During the conference, each club member had a table to host a 30-minute discussion on the topic of their choice.

IDC Turkey tried a few new marketing and content elements this year. The staff got a quote from each conference speaker, prepared artwork and published the quotes on IDC Turkey's social media accounts. During lunchtime in Istanbul, the conference team organized end-user panel discussions in three rooms on GDPR and Cognitive Security, Managed Security and Security Operations Centers, and After Blockchain and Distributed Architecture Security. The 21 VIP panelists who participated were seated for their own meal prior to the panels at a sponsored lunch sold as a benefit to the conference's principal partner. Despite a tight timeframe and challenging logistics, the conference team got them to their respective panels on time.

Supported by 49 partners, the Istanbul event drew 545 end-user attendees.

For an engaging closing keynote that enticed attendees to stay until the end of the program, the well-known Turkish historian Ilber Ortayli spoke about "Turks and Security."

In addition, the staff prepared an improved version of an event booklet, the 60-page IDC Security Magazine, to distribute to attendees that included more valuable content than ever before, including interviews with CISOs and CIOs, partner content and ads for upcoming IDC Turkey events. The ITSEC agenda was printed separately so that magazine can be distributed at other events during the year.

A few weeks before ITSEC, press partner WiseTV produced teaser videos featuring advisory board members to spur registrations. As it does for many of IDC Turkey's conferences, WiseTV also shot video onsite to get feedback from sponsors and attendees. IDC Turkey posted the summary video to YouTube and other social media outlets and is sharing it with partners as part of its post-event report.

Write to Nevin Çizmecioğullari. ■

Cybersecurity concerns

According to IDC's 2017 Turkey CIO survey results, 48% of interviewed CIOs said that maintaining security is their biggest technology-related challenge and priority. The increasing complexity of cyber-attacks and lack of talented IT resources stand out as primary challenges for maintaining security.

Cyberattacks that have happened in the last three years on Turkey's most critical sectors — including the banking, telecommunications, and public sectors — increased organizations' awareness about the importance of security.

noteworthypeople

Promotions

IDC Senior Vice President **Dave Reinsel** recently announced the following promotions within his research organization, which includes mobility, security, consumer, semiconductors, telecommunications, client computing and imaging/print/document solutions:

MacGillivray

Program VP **Carrie MacGillivray** has been promoted to group VP, IoT and Mobility. "Carrie has been vital to the success and growth of IDC's Internet of Things research program, as well as leading IDC's Mobility practice. In her new role, Carrie will work as the Global IoT lead, helping to coordinate and grow IoT research across IDC. She and her team will also help grow IoT-related research across the Telecom, Mobile SW development, Infrastructure, and Services areas, in addition to our spending guide and tracker-related products." cmacgillivray@idc.com

Palmer

Research Director **Robert Palmer** has been promotion to research vice president, Imaging, Printing, and Document Solutions. "In the area of research work, Bob has received numerous client accolades for his research and insights. He continued IDC's solid momentum in the managed print services market with a mix of forecasts, case studies, vendor spotlights, MAPs and DecisionScapes that are published in a timely fashion and with expert opinion. His consulting contributions have been particularly strong, and as a result of his efforts, has IDC garnered significant custom wins." rpalmer@idc.com

Dickson

Research Director **Frank Dickson** has been promoted to research vice president, Worldwide Security Products. "Frank joined IDC with 20 year of industry analyst experience, and that has proven invaluable as he has been instrumental in developing new processes for gathering vendor data and is leading the charge in re-imagining the existing Security Products taxonomy. In his new role, Frank will continue to drive research and consulting opportunities in Identity Access Management, Endpoint Security, and Cloud research." fdickson@idc.com

Ayoub

Research Director **Rob Ayoub** has been promoted to program director, Security Products. "Rob's demeanor and unmatched security vendor knowledge make him a natural leader who will continue to cultivate talented junior analysts. With almost 20 years of experience before joining IDC, Rob has developed relationships throughout the security industry. That experience and unique ability to develop relationships will continue to pay off in terms of gaining consulting opportunities and creating exposure for IDC research." rayoub@idc.com

Westervelt

Research Manager **Rob Westervelt** has been promoted to research director, Security Products. "Rob has led the Security Products group in both revenue opportunities and innovation. In the previous two years, Rob averaged contribution to 35 CIS documents while topping the list in terms of direct consulting revenue. He is known as a prolific writer and a colleague always willing to lend a hand. Rob maintains an impressive social media following and will continue to influence the security market as an important part of IDC's Security Products research strategy." rwestervelt@idc.com

Llamas

Research Manager **Ramon Llamas** has been promoted to research director, Mobile Devices and AR/VR. "Ramon joined IDC in 2004 and has long been a rock-steady team player within the devices group. In addition to his regular syndicated research duties, Ramon contributes to IDC's IEP program, leads numerous pan-IDC FutureScape efforts, and he regularly drives a significant portion of our annual GRAC predictions. He goes above and beyond in welcoming new employees to IDC, and in recent years he has also stepped up to help with onboarding new analysts." rllamas@idc.com

Ramachandra

Senior Research Analyst **Archana Ramachandra** has been promoted to research manager, ConsumerScape 360° and Consumer Primary Research. "Not enough can be said about Archana's criticality to the success and future growth of IDC's ConsumerScape program. Her skill set ranges from data science and survey design to vendor relationship management, process management, and manager management, all while providing brilliant customer service. She is steadfastly thorough, timely, and professional to both internal and external constituents, and regularly receives unsolicited praise from both." aramachandra@idc.com

Bassett

Research Analyst **Bryan Bassett** has been promoted to senior research analyst, Enterprise Mobility. "In Bryan's three years at IDC, he has grown and developed his expertise as a qualitative and quantitative researcher, a developer of client relationships and trust, and a generator of new business development and consulting opportunities. His work has resulted in strong growth for his program, more than doubling the client base during his tenure. Bryan's prolific and insightful writing gives his new and existing clients the key enterprise mobile device market research and insights they need to succeed." bbassett@idc.com

New employees

Filkins

Patrick Filkins, senior research analyst for IoT and Mobile Network Infrastructure, joins IDC Framingham after working as a telecom industry analyst at Technology Business Research. He has a B.S. in management and an MBA from the University of New Hampshire in Durham, N.H. He lives on the seacoast and enjoy all it has to offer, including freediving, fishing, walking his dog on the beach and skiing the White Mountains. pfilkins@idc.com

Send Noteworthy information to world_update@idg.com.

Share your news, suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to share news about what their group or department is up to. Suggest someone who could author a future "One on one" column or an article about their area of expertise. Nominate a deserving co-worker for an Unsung Hero profile. Pass along the name of an office mate with an interesting hobby or volunteer activity. Ideas for new content are always welcome. Write to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company March 1 - 18.

26
Bridget Cammarata *IDG Communications*
Anders Lotsson *IDG Sweden*

22
Eric Knorr *IDG Communications*

21
Carl Olofson *IDC*
Peter Wiklund *IDG Sweden*

20
Wayne Hetherington *IDC*

19
David Tapper *IDC*

18
Timothy Grieser *IDC*
Lina Vikman *IDG Sweden*

17
William Stofega *IDC*
Zach Sullivan *IDG Communications*
Bushra Khalid *IDG Corporate Services Group*
Kristina Martinu *IDG Czech Republic*
Sabine Anegg *IDG Germany*

14
Coby Smith *IDC*
Anna Ekström *IDG Sweden*

13
Amy Catalogna *IDC*
Charles Lee *IDG Communications*
David Price *IDG U.K.*
Edite Silveira *IDC Brazil*
Paola Soriano *IDC Peru*

12
Frank Wang *IDC China*
Pamela Torchinsky *IDC*
Leslie Baldi *IDG Corporate Services Group*
Sebastian Wörle *IDG Germany*

11
Roberta Bigliani *IDC Italy*
Eileen Smith *IDC*
Kelly Matthews *IDC*
Carrie MacGillivray *IDC*
Gabor Fauszt *IDC Hungary*
Eiko Furumoto *IDC Japan*

10
Nancy Le *IDG Australia*
Evan Hardie *IDC Canada*
Jiri Kolarik *IDC CEMA*
Martin Swingler *IDC CEMA*
Dario Nazemson *IDG Sweden*

9
Chetan Patil *IDC CCR*
Meghan Parisi *IDG Communications*
Ryan McNally *IDC Canada*
Diego Valer *IDC Peru*

8
Angela Peng *IDC China*
Siew Choon Liew *IDC Malaysia*
Sarah Biggerstaff *IDC*
Jacqueline Hendriks *IDC U.K.*
Julie Ekstrom *IDG Communications*
Dominik Tomaszewski *IDG U.K.*
Leonardo Munin *IDC Brazil*

7
Jenny Park *IDG Korea*
Fabian Cardoz *IDC India*
Ashish Talwar *IDC India*
Giancarlo Vercellino *IDC Italy*
Antonia Hernandez *IDG Spain*
Jachym Homola *IDC CEMA*
Ramazan Yavuz *IDC Turkey*
Marcin Kitlas *IDG Poland*
Louise Pearson *IDG Global Solutions*

6
Felix Cheng *IDC Hong Kong*
David Schubmehl *IDC*
Jitesh Ubrani *IDC*
Miguel Florean Rodriguez *IDC*
Jonathan Gold *IDG Communications*
Thomas Rotter *IDG Germany*
Franziska Walther *IDG Germany*
Vyacheslav Gromov *IDG Germany*

5
Shari Jansen *IDC Philippines*
Niparat Ea-Somboon *IDC Thailand*
Petra Kacer *IDC*
Patrick Casey *IDG Communications*
Laszlo Toth *IDC Hungary*
Swapna Subramani *IDC MEA*
Oluwole Babatope *IDC West Africa*
Conception Martinez *IDC Mexico*

4
Azucena Panerio *IDC Philippines*
Lawrence Carvalho *IDC*
Kevin Permenter *IDC*
Peter Rutten *IDC*
Marcia Loewenstein *IDC*
Christopher Pike *IDC*
Marta Fiorentini *IDC U.K.*
John Simcox *IDC U.K.*
Daniel Masaoka *IDG Communications*
Ed Daugavietis *IDC Canada*
Jozsef Bakk *IDC Hungary*
Pearl Zondi *IDC South Africa*
Keiichi Sakamoto *IDC Japan*

3
John Feng *IDC Australia*
Jone Yang *IDC China*
Alon Rejano *IDC Philippines*
Beverly Ramos *IDC Philippines*
Jordan Jewell *IDC*
Eric Schermerhorn *IDC*
Robert Westervelt *IDC*
Stewart Bond *IDC*
Andrea Minonne *IDC U.K.*
Christian Nothangel *IDC Germany*
Steve Ka *IDG Communications*
Pinar Kartal *IDC Turkey*
Sarah Lavery *IDG U.K.*
Martin Engegren *IDG Sweden*

2
Yinling Wang *IDC China*
Rahul Butail *IDC India*
Himanshu Jain *IDC India*
Saurabh Vasudeva *IDC India*
Sreenath Kandarpah *IDC Malaysia*
Sean Paul Agapito *IDC Philippines*
Anuroopa Nataraj *IDC*
John Villali *IDC*
Dianne Turner *IDC*
Gerald Brown *IDC U.K.*
Francesca Ciarletta *IDC U.K.*
Simone Hoeberichts *IDC Benelux*
Tamra Cooper *IDG Communications*
Aran Bride *IDG Communications*
Rina George *IDG Communications*
Manish Nargas *IDC Canada*
Milan Kalal *IDC CEMA*
Martin Kozak *IDC CEMA*
Fabrizio Pani *IDC CEMA*
David Vedra *IDC CEMA*
Helen Mathu *IDC East Africa*
Munawar Abdulkareem *IDC MEA*
Ahmed Moussa *IDC Saudi Arabia*
Jonathan Tullett *IDC South Africa*
Henry Burrell *IDG U.K.*
Elaine Zaragoza *IDC Brazil*
Mateus Bando *IDC Brazil*
Alberto Arellano *IDC Mexico*

1
Ning Cui *IDC China*
Yerong Zhang *IDC China*
Abhishek Mukherjee *IDC India*
Rishu Sharma *IDC India*
Malini Swamy *IDC CCR*
Krystal Khaw *IDC Malaysia*
Santiago Abad III *IDC Philippines*
Pranav Kaul *IDC CCR*
Shreya Phadnis *IDC CCR*
Lori Suter *IDC*
Jason Blackwell *IDC*
Kevin Cushing *IDC*
Brian Murphy *IDC*
Victoria Lee *IDG Korea*
Laura Llames *IDC U.K.*
Nadege Pierre *IDC France*
Abd el Dayem Muhammad *IDC Egypt*
Sourav Bhanja *IDC MEA*
Snehal Ghag *IDC MEA*
Eren Eser *IDC Turkey*
Laurence Saleh *IDG U.K.*
Rayssa Cezario *IDC Brazil*
Sandra Olsson *IDG Sweden*
Kateryna Savchenko *IDG Germany*

IDGC, China Oceanwide meet in Beijing

Members of IDG Communications' management team traveled to Beijing in January for wide-ranging discussions with China Oceanwide and IDGC China staff. As a way to help IDGC China seek business opportunities and expand its operations, China Oceanwide took the IDGC team to meet major customers and explore potential cooperation. IDG President **Brett Liu** also invited IDGC China's joint venture partners to meet the group, celebrate Chinese New Year and establish a closer relationship with the JV partners.

(L-R): IDGC VP/Finance and Data Protection Officer ***Keith Arnot****, Global VP/Client Solutions* ***Jason Tenenbown****, IDGC President/International* ***York von Heimburg****, IDGC Worldwide President* ***Kumaran Ramanathan****, IDG U.K./Sweden Managing Director and Head of Mergers, Acquisitions & Integration* ***Kit Gould*** *and IDG China VP* ***Sharon Li****.*

IDC celebrates Chinese New Year in Beijing

IDC China held its annual Chinese New Year's gala on Jan. 19 for employees and their families. Special guests included executives from IDC's parent company — China Oceanwide Holdings Group — as well as several members of the IDC Asia/Pacific management team. The festivities included talent show performances by staff members.

Senior staff presented gifts and organized a raffle drawing as they thanked everyone for their hard work and many contributions during 2017 and wished them a successful 2018.

*(L-R): **Tracy Lv**, senior finance manager, IDC China; **Nan Ji**, associate director, international business development, China Oceanwide; IDC China's **Maggie Xie**, senior market executive, and **Yi Yang** , senior account manager, who co-emceed the party; **Kitty Fok**, managing director, IDC China; **Brett Liu**, president, IDG and executive director, China Oceanwide; **Eva Au**, managing director, IDC A/P; **Stephen Vass**, VP/HR, IDC A/P; **Owen Wang**, VP, international business development, China Oceanwide; **Yanni Qiu**, investment director, Business Development Department, China Oceanwide; and **Bin Wu**, associate director, international business development, China Oceanwide.*

IDC China staff and guests from IDC A/P and China Oceanwide display some of the New Year's gifts.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG Global Solutions

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - page 3 | NEWS - page 2,4,6 | ANNIVERSARIES - page 8 | CELEBRATING 20 - page 9

IDG Communications leaders set priorities, create global boards

A small group of country managers and business unit leaders identified challenges and opportunities, reviewed financial goals and discussed how to work collaboratively to achieve them.

SEE MORE ON PAGE 4

Also inside

IDGC builds intent-based target account lists as part of ABM suite of services

One on One: SMS Director, Research Intelligence Aran Bride on the Prediction Markets Program

IDC announces promotions for tracker, product management and client service groups.

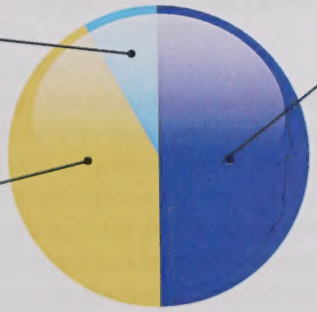
SEE MORE ON PAGE 7

IDG Global Solutions VP/Finance Peter Bradley celebrates 20 years of service.

SEE MORE ON PAGE 9

Question of the week results

How closely will you be following the 2018 Winter Olympics?



Log on to www.idgcentral.com to vote on this week's question:

Have you ever tried a virtual reality headset?

CLICK HERE

IDG Benelux creates unique content angle for CXO Summit

The entire promotional campaign for its second LOB-focused conference used athletics-related images and emphasized the endurance that's necessary for attendees to attain their digital transformation goals, both individually and as a team.

SEE MORE ON PAGE 6

IDGC builds intent-based target account lists as part of ABM suite of services

IDG Communications' U.S. and international sales teams have a new offering for clients that need help developing specific kinds of target account lists for account-based marketing (ABM) initiatives. Thanks to a different way of looking at the data that shows how audiences interact with content across IDG sites, IDG Communications' business intelligence team can provide audience segments that show intent.

Under the umbrella of IDGC's account-based marketing solutions, in a typical scenario a client will provide a list of companies they're targeting. The Echo from IDG offering helps clients with lead nurturing, branding and awareness, and the statistics gleaned though an Echo campaign can show clients which accounts showed the most engagement with the ads. Target account lists can also be used for demand generation, as decision makers on those lists can be targeted in email campaigns.

Since December, beyond those kinds of approaches, IDG Communications SVP/Data Strategy **Neil Glass** has been working with the business intelligence team on "looking at what the data tells us when we don't have a target account list from a client. We can help our customers target companies based on intent by building our own target account list."

These are among the companies that IDG Communications has partnered with to provide intent data lists.

IDG Connect is the repository for all the data on audience activity across IDG Communications' sites worldwide. If, for example, a client is interested in an audience that wants to know more about artificial intelligence (AI), the data team can look at all the signals captured at IDG through the business intelligence platform and find 3,000 companies that have showed intent over the past year. Intent could be defined as downloading a white paper, consuming four articles on the topic, etc.

"We're looking at individuals through the lens of what company those people are tied to," Glass said.

This kind of data can be used as a discussion starter with a client, he said. "We may know that the last time we talked with a client they were interested in AI, but they didn't know what companies to focus on. Now we can show them this 'intent company list' and use it for campaign execution."

Dozens of clients have been using intent audience lists over the past few months. Recently, the Connect BI team created a Cloud Intent List for CenturyLink for that included all accounts identified as indexing high for engagement around cloud technologies. "This was critical to supplementing a target account list that had hit fatigue," said IDG Communications Account Director **Becky Bogart**. "Echo gives us the ability to help curate a target account list for our partners based on our first-party intent data around a specific technology such as SD-WAN. This is of very high value to our partners, as many of them are working off generic lists such as the Global 2000 or Forbes 500. Conversations with partners about the power of our first-party data using solutions like Echo are becoming mainstream. It's been exciting to work with the various teams within IDG to help our customers exceed their marketing goals and KPIs."

> "Conversations with partners about the power of our first-party data using solutions like Echo are becoming mainstream. It's been exciting to work with the various teams within IDG to help our customers exceed their marketing goals and KPIs."
>
> -- *Becky Bogart*

Glass has been doing ongoing training with the U.S. sales teams and will soon present to the IDG Global Solutions staff in the U.K. He and the IDG Connect team can assist sales staff with how to refine the lists their customers need, target specific geographies and consult on any specific data needs.

Write to Neil Glass. ■

More on Echo from IDG

For more information on Echo from IDG, read this story (IDG World Update, Oct. 23, 2017). Since then, the data team has built out greater reporting capabilities across additional topical areas. This capability can be leveraged for Echo but also across the greater ABM product set.

OneonOne

Aran Bride

IDG Strategic Marketing Services

Director of Research Intelligence Aran Bride worked on the development of the new Prediction Markets Tool, which just became available for IDGC sales teams to offer to clients worldwide. Reach him at aran_bride@idg.com.

"IDG's Prediction Markets Program asks technology and LOB decision makers about what they believe will happen within their industries/areas of expertise in a fun and engaging experience."

Q What is predictive market research and how is it different than traditional market research?

A Prediction markets are one of the best methods to predict unmet, unknown and emerging market needs and trends. They're based on the "wisdom of the crowd" theory, which says that a large group's predictions will generally be as good as, and often better than, the answer given by any of the individuals within the group. They are often used in both politics and sports, and you may have seen it used in that context.

IDG's Prediction Markets Program asks technology and LOB decision makers about what they believe will happen within their industries/areas of expertise in a fun and engaging experience. It may sound complicated, but there are only five things you need to know:

1) It's forward-looking and objective. We ask questions about what people think is going to happen – rather than what has happened or how they feel about a topic as we do with traditional market research.

2) It's simple to use. Participants make predictions in the form of probabilities (i.e., what is the percent chance that something will happen), which is intuitive.

3) Predictions are calculated like the odds from a bookmarker or the price on a stock exchange. We aggregate participant's answers in real-time using algorithms in the background.

4) The outcome is continually adjusting. Unlike a traditional survey, participants can revisit the site and update their predictions based on new information, so the output is more like a trend than just a point in time (a key benefit to the methodology). Essentially, the prediction gets more and more accurate as new information becomes available.

5) It's engaging. When the outcome is known we "resolve the question." We can then close the loop with participants with automatic alerts, so they can find out if they were thinking in the right direction or not and see how they fared against their peers (a key selling point for content engagement). In traditional market research, participants rarely get that level of interaction or closure.

Q Simply put, what is the new Prediction Markets Tool?

A IDG's Prediction Markets Program officially launched in January. It works somewhat like an online survey but with some key differences. Here's how it works:

- Participants answer only those questions they have knowledge of/interest in.
- Participants respond with "judgment" on how a target audience will behave (not "opinion"); they predict what they think will happen rather than what they think they would do.
- It works like a stock market or sports betting where participants invest tokens to indicate their confidence in their response and justify those investments with qualitative rationale.
- The modern platform provides both clients and participants robust, real-time qualitative and quantitative predictive feedback.
- Our multilingual platform allows participants to respond in local language for global scope.

Q What would be a couple of typical scenarios of how this could roll out for a client?

A I think that the best way to envision prediction markets is as the basis for custom content creation vs. as a standalone research deliverable, though it could be the latter.

For example, it is perfect for custom content creation and used as a community building tool for the large integrated programs we design and execute within IDG Strategic Marketing Services.

An IDGC events team could up-sell one of their major sponsors to use the content as part of their public session and then turn it into custom content distributed by a social media program around the event. The results of the prediction markets can make good fodder for a Twitter chat or a crowdsourced article.

A client doing a custom events series can sponsor it, contribute questions and can use the results during the events or a custom content SMS program. Results can be used at the events, and we can observe how they change over time as more respondents are added to the mix.

Q How long would the platform be open to participants?

We are currently designing custom programs for clients and recruiting specifically for those

continued on page 8

IDG Communications leaders set priorities, create boards to tap global expertise

Tasked with the mission of looking at IDG Communications' financial goals and how to work collaboratively to achieve them, a small group consisting of IDGC country managers and business leaders met Dec. 10-13 in the London suburb of Windsor.

The group had not had the opportunity to reconnect in person since April 2016, given the many changes in the company in the interim, and the discussions spurred a renewed energy within the group. As a result, plans for a number of strategic initiatives have already taken shape.

"We have a lot of excellent talent across the globe, and we should be regularly talking, sharing and working collaboratively to achieve more," said IDG Communications President **Kumaran Ramanathan**. "We are hoping that a new IDG Communications will emerge now, building on the foundation that has supported a very special organization, but one that is modern in its outlook and bolder in what it sets forth to do. As leaders of the business, we need to lead by example, set a high pace and standards for our teams, and take on the challenges that lie before us with relish."

Unlike past international managers' meetings that involved presentations and small operating review board sessions, the Windsor agenda was structured around facilitated discussions. Prior to the meeting, participants were asked to send in their thoughts about opportunities, challenges or limitations facing their business unit or IDGC as a whole, as well as solutions or ideas to address those issues.

VP/Global Training and Development **Laurie Butson**, who facilitated several sessions, and IDGC President, International **York von Heimburg** assembled all the responses into themes that were then posted around the room. During guided exercises, the leaders prioritized the items and the group had open, candid discussions about numerous challenges and opportunities.

Some of the challenges the leadership group discussed included how to better handle internal competition, focusing on strengthening platforms such as CRM, CMS and other internal platforms; and how to improve sales enablement process worldwide.

The meeting also included Q&A sessions with two guests: Stuart Giddings, global president of Gyro, and Andy Green, holder of the world land speed record and founder of the global Bloodhound Project to involve kids in science and engineering. Giddings talked about his experiences as a long-standing IDG client, his thoughts on what global technology clients are focused on today, vertical markets that IDG could tap into, and successes stories happening out in the market. Green provided an inspirational talk that got leaders thinking about parallels that could be drawn to IDG Communications' business.

Another wide-ranging discussion focused on revenue

continued on page 5

ALEXIA REVELL

*(L-R): IGS Finance Director **Peter Bradley**, IGS Best Practices Head **Jo Tilson**, IDG Direct General Manager **John Moran**, IDGC CMO **Josh London**, IDGC U.S. President **Charles Lee**, IDGC Demand Gen President **Matthew Smith** (back), IDGC VP **Keith Arnot** (back), IDG Korea President **Katherine Park**, IGS President **Neil Michael**, IDG Czech Republic MD **Jana Pelikanova**, IDG VP Global Training **Laurie Butson**, IDG Spain MD **Manuel Pastor**, IDGC President/ Internat'l **York von Hamburg**, IDG Australia MD **Davy Adams**, U.S./U.K. Pubishing Director **Simon Jary**, IDG India MD **Louis D'Mello**, IDG Poland MD **Piotr Wtulich**, IDGC COO **John O'Malley**, IDG Internat'l Publishing Services President **Jim Sullivan**, IDGC SVP/HR **Sara Scogland**, IDGC Worldwide President **Kumaran Ramanathan**, IDG Germany Chief Revenue Officer **Michael Beilfuss**, IDG U.K. & IDG Sweden MD **Kit Gould** and U.S./U.K. Editorial Director **Matt Egan**.*

continued from page 4

Meeting

growth. "For a long time we have focused on a P+L net-profit-only strategy, and we need a mind shift to a more wide ranging dialogue around the need to be braver, more courageous and to work with our colleagues in a more open and transparent manner" Ramanathan said. "More so, it is going to be important that the senior leadership in each market set the standard by leading from the front and being visible in market with customers and setting the right example for the commercial teams."

The top solutions resulting from that session were third-party revenue, higher and better-quality lead generation, and creating products and services for new audiences.

As a result of the priorities raised during the meeting, the group came up with more than a dozen strategic action items. Among them was to create four boards focused on international sales, technology, B2B editorial and finance, all of which have as their mantra "we can do more and be better — together."

The board leaders and their missions are:

International Sales Board (IDG Global Solutions President **Neil Michael**, Demand Generation President **Matthew Smith**, IDG Germany Publisher/Chief Revenue Officer **Michael Beilfuss** and IDG Sweden Publishing Director **Joakim Allwin**)

- Create an international key account team.
- Streamline international sales activities.
- Establish a consistent and efficient sales enablement
- Review moving to one CRM (in close cooperation with the Technology Board).

Global Technology Board (COO **John O'Malley**, VP/Engineering **Thomas Alexander**; IDG Germany CTO/SVP SMS **Stefan Huegal**; IDG Sweden Technical Director **Henric Jogin**, and **Deepak Kumar**, director of technology at IDGC partner Kreatio)

- Do a global technology audit and create a common technology strategy.
- Review IDGC's data management platform.
- Explore how to create a vision and a plan to go to one CMS (in close work cooperation with the Editorial B2B Board and the existing B2C/Third Party Group).
- Consult and advise business units in terms of decisions within the technology area.

Editorial B2B Board (IDG U.S. & IDG U.K. Editorial Director **Matt Egan**; B2B Editor-in-chief **Eric Knorr**; SMS Director, Content Marketing Strategy **Rob O'Regan**; IDG Germany VP, Content Management **Markus Pilzweger**)

- Review how to create a vision and a plan to go to one CMS (in close cooperation with the Technology Board).
- Develop a consistent and efficient way to get to an efficient monetization of content (analog to the B2C/Third Party Group) within all B2B channels.
- Streamline IDGC's brand positioning worldwide where it makes sense.
- If needed: launch of new websites (blockchain, robotics etc.).

Global Financial Board (COO John O'Malley, VP/Finance and Chief Data Officer **Keith Arnot**, SVP **Matt Smith**, IGS VP/Finance **Peter Bradley**)

- To create consistent reporting which is able to cover current and future business activities.
- Streamline the next budget process based on the new reporting.
- Establish one financial system with good business intelligence possibilities.
- Create guidelines and control financial international activities.

In addition, the group that has operated for several years as the Consumer & Third-Party Strategic Development Center has been renamed the Third-Party/eCommerce Board and will continue to be led by U.S. & U.K. Publishing Director **Simon Jary**.

Each of the four new boards is now at work discussing their tasks and will report on and present their progress for their action items at the next leadership team meeting in April.

> "[The four new boards] have as their mantra 'we can do more and be better — together.'"
> -- *Kumaran Ramanathan*

"These boards are now co-creating IDG's future in a bottom-up process in which IDG experts around the world with particular insights are working on an agreed-upon schedule," von Heimburg said. "This is one of the most exciting developments I have seen during my 26 years at IDG. It is a modern and innovative way forward for an international company that is operating in a highly innovative and fast-moving market."

Additional strategic action items from the Windsor meeting include developing an innovation program that allows employees to easily share innovative business ideas and suggestions; expanding the third-party and affiliate marketing efforts to other languages; and making recruitment, training and professional development more consistent across international HR departments.

Write to Kumaran Ramanathan. There will be more coverage of the mission and work of each of the boards in future issues of IDG World Update. ■

IDG Benelux creates unique angle for digital transformation content at CXO Summit

On Feb. 8, IDG Benelux improved upon its inaugural line-of-business event in 2017 with a second CXO Summit that included an enticing theme — digital endurance — and a longer program, more sponsors and an A+ rating from attendees.

Held again at an exclusive golf resort in the central part of the Netherlands, the CXO Summit drew 75 attendees from enterprise companies with more than 1,000 employees and brought in $94,000 in revenue. With the vast majority of attendees returning an evaluation form, 98% of them said they would recommend the event to their board members.

IDG Benelux Managind Director **Maringo Vlijter** identified three unique selling points behind the CXO Summit concept: finding a unique angle for the conference topic, a laser focus on the LOB audience and engagement between partners and attendees.

While large events continue to be a challenge, with this event the IDG Benelux team has created momentum. "We had the first-mover advantage in the market in developing the concept: focusing on digital transformation but finding a unique content angle to make it work," he said. "This year we focused on "digital endurance" and made the comparison with sports, which made the event special."

The entire promotional campaign used athletics-related images and emphasized the endurance that's necessary for attendees to attain their digital transformation goals, both individually and as a team.

Given that IT budgets are no longer the exclusive domain of CIOs, it's critical have an event targeted to a broad line-of-business audience, he added. "We have found a formula to bring that C-level audience together to discuss technology and its impact on companies, on the boardroom and on the audience's personal role within the board. [Director/Marketing, Events and Operations] **Gabriella Meijnckens** has done a great job to attract truly high-quality delegates."

As with all IDG Benelux events now, the CXO Summit has no exhibition area and focuses purely on engagement and interaction between C-level attendees and the event's partners. "The keynotes and the momentum we create to talk to peers is how we attract attendees, and the roundtables during which our partners can talk directly with attendees we attract partners," Vlijter said.

During the lunch sessions, which featured three rounds of themed discussions, a sponsor and their assigned moderator visited three different tables during each part of the three-course meal. Each sponsor was able to discuss their topic with some 30 delegates, and the delegates benefitted from the knowledge sharing during three different content discussions.

*Senior Editor **Rene Schoemaker** (head of table) moderates a lunchtime roundtable discussion.*

*IDG Benelux Editor **Donovan Kerssenberg** (right) interviews a delegate.*

This year's moderators were Chief Content Officer **Sander van der Meijs**; Senior Editor **Rene Schoemaker**; Marilijn Boumeester, long-time consultant and content manager for many IDG Benelux events; and two external experts.

There were also four themed discussions within an hour earlier in the day, which were documented in article published later on the IDG Benelux website.

This year's event was closer to a full day than last year with more speakers, including one additional gold-level speakers, all of whom made the program stronger, Meijnckens said. The sponsors were Basefarm and Google (gold), Info.nl, IBM and Veeam (silver), Lenovo, Yacht and Nyenrode (bronze), Gartner (content) and SPS (engagement).

IDG Benelux produced the Online Digital Endurance Special, a monetized, stand-alone extension of the event with relevant content, custom articles, ads and additional DX information.

Write to Gabriella Meijnckens. ■

Read this article on IDG Central to learn how "digital endurance" is the basis for a new strategic partnership between IDG Belelux and IBM.

noteworthypeople

Promotions

Lee

IDC's **Jeanne Lee**, previously manager, Worldwide Tracker Production, has been promoted to director. "Since taking over responsibility of the production team in 2015, Jeanne has achieved an amazing transformation of the team by introducing a standard set of best practices around communication, tools and process," said Director of Operations, Tracker and Data Products **Ruth Flynn**. "This has become the blueprint for regional production teams, which has allowed her to attain the challenging goal of globalizing the team and giving clients a more consistent user experience when working with IDC data across the globe." jlee@idc.com

Johnston

Now Senior Product Marketing Specialist, **Erin Johnston** has been an integral part of **IDC**'s Worldwide Tracker organization since 2012. "Erin has dedicated numerous hours improving our marketing collateral to ensure sales has the most up to date and easy to use tools, and she has taken on larger accounts while growing her existing accounts," said Research Manager **Kathy Nagamine**. "Erin also plays an important role in a number of marketing initiatives including the daily tweets that go out from the tracker team, and she continues to work closely with sales, analysts and clients to promote the tracker products." ejohnston@idc.com

Research Analyst **Viranart Chandarasanti** has been on **IDC**'s Worldwide Tracker team for two years. "As a recent college graduate, Viranart brought energy and enthusiasm to the job, which he continues to use while leading his projects with the storage and converged groups at IDC," said Program VP **Lidice Fernandez**. "He was instrumental in the implementation of the internal storage tool and several taxonomy changes within the storage and converged Trackers. His commitment to hard work and his ongoing dedication helped to earn him the Rookie Analyst of the Year Award in 2016." vchandarasanti@idc.com

Chandarasanti

Bonner

IDC's **Katie Bonner** has been promoted to product manager. "Katie is the project manager for the Research Content Board and managed the development and roll out of the IDC TechBrief," said Director, Product Management **Gail Fulciniti**. "Most recently, she led the way to develop and roll out IDC's newest research type, IDC Market Glance, partnered with research and conducted client interviews to inform the development process. Katie then managed the U.S. and regional analyst pilot program, followed by a successful global roll out." cbonner@idc.com

Biggerstaff

IDC's **Sarah Biggerstaff** has been promoted to Senior Client Service Specialist. "Sarah was already familiar with several accounts [from her work on the Industry sales team before she joined Client Service in 2016] and has taken on a bigger role with other accounts like Amazon, Dell EMC and NetApp," said Director, Client Service **Kim Schuberthan**. "Clients and colleagues appreciate the responsive, thorough and organized way that she works with them. There have been numerous accolades from clients about Sarah's excellent client service and the value she is driving in their relationship with IDC." sbiggerstaff@idc.com

IDC's **Mathew Wisniewski** has been promoted to manager, Client Relations. "Mat has been a crucial member of the Emerging Vendor team for several years after distinguishing himself on the highly demanding financial markets on the IRS team," said **Joseph Loiselle**, group VP, Global IT and Financial Advisory Services. "His clients love him and continuously invest increasing amounts due to his supporting, recommending, aligning and showcasing multiple, valuable facets of IDC. He has had 100% renewal rate years with over 40% contract value growth — amazing in this highly turbulent area of the business." mwisniewski@idc.com

New employees

Villezar

Account Manager **Joel Villezar** has joined **IDG Communications**' West Coast sales team for Growth Sales. He was previously director of display media at R2C Group. Joe has a B.S. in business administration and marketing from San Francisco State University. An avowed "basketball fanatic," he plays in two recreational leagues and keeps up with the Golden State Warriors on TV or in person at Oracle Arena. joel_villezar@idg.com

Ajax

IDG Sweden welcomes **Ulrika Ajax** as publisher of Upphandling24 and the other brands focused on Sweden's public sector. She has a long career working with the public sector and was previously senior operations developer in purchasing and procurement at B3 Sentensia Advise. Ulrika has an M.S. in business and economics from the University of Gävle in Sweden and certifications in change management and purchasing. Ulrika enjoys dancing, spending time in nature, working out and "leaving a sparkle wherever I go." ulrika.ajax@idg.se

Johnson

Associate Editor, Macworld **Leif Johnson**, based at **IDG Communications** in San Francisco, has been most recently a freelance writer, editor and consultant with frequent contributions to IGN, Rolling Stone, Mic, PC Gamer, Playboy and others. He was also an on-the-ground correspondent last year for the BBC's 5 Live radio broadcast during Hurricane Harvey in Texas. He has a B.A. in history from the University of Texas at Austin and an M.A. in the history of science from the University of Chicago. Leif enjoys archery, hiking, architecture, calligraphy and fantasy roleplaying games. ljohnson@macworld.com

Czaplicki

Most recently sales director at The Fiscal Times, Account Director, Corporate Sales **Jeff Czaplicki** joins **IDG Communications**' New York office. He has a bachelor's degree in business and design from Westminster College in New Wilmington, Penn. In his free time he's part of a competitive barbeque team (3 Taxi Guys), a bourbon enthusiast ("if anyone needs help with a gift, let me know!"), and a golfer. jeff_czaplicki@idg.com

Hanks

IDG Strategic Marketing Services in Framingham welcomes Manager, Program Architecture **Courtney Hanks**. She was recently a digital strategist at Instron. Courtney has an undergraduate degree in business management from Providence College in Providence, R.I., and an MBA from Boston College. She enjoys yoga running, traveling and cooking. Fun fact: she has a twin sister. courtney_hanks@idg.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company Feb. 19 through the end of the month.

31
Mark Sullivan *IDC*

28
Patricia Smith
IDG Corporate Services Group

22
Rajnish Arora *IDC Singapore*

21
Chris Jarmul *IDC*

20
Manuel Pastor *IDG Spain*
Bronwen Cleary *IDC*

19
Joaquin Hevia *IDG Spain*
Ernesto Cordero
IDG Corporate Services Group

18
Todd Hall *IDG Corporate Services Group*
Jesper Landén *IDG Sweden*

17
Laura Horn *IDC*
Kirk Mitchener *IDC*
Ken Mingis *IDG Communications*

15
Sandra Harrington *IDC*

14
Dan Muse *IDG Communications*

13
Giovanna Saba *IDC U.K.*
Ashley Gillian *IDC*
Adrian Black *IDG U.K.*

12
Diana Gill *IDC U.K.*
Dave Gradijan *IDG Communications*
Diego Anesini *IDC Argentina*

11
Alphonso Casas *IDG Spain*
Gaurav Sabharwal *IDC MEA*
Lisa Jacques *IDC*
Jeffrey Janukowicz *IDC*
Brad McBride *IT World Canada*
Paolo Del Nibletto *IT World Canada*

10
Amarjeet Kumar Sahay *IDC CCR*
Ludwick Krakowiak *IDG Poland*
Jessica Martinez *IDC Mexico*

7
Brooke Giroux *IDG Communications*
Briony Rowe *IDG Global Solutions*

6
Lisa Li *IDC China*
Yvonne Gill *IDC New Zealand*
Lily Sok *IDC Singapore*
Chris Martin *IDG U.K.*
Jim Martin *IDG U.K.*
Glenn Coombe *IDG Global Solutions*
Tomas Norman *IDG Sweden*

5
Konstantinos Tolikas *IDC CEMA*
Ashraf El Ghazzawi *IDC MEA*

4
Ravikant Sharma *IDC CCR*

3
Ryan Stott *IDC U.K.*
John Santagate Jr. *IDC*
Timothy Tom *IDC*
Gerald McLean *IDG Communications*
Josh London *IDG Communications*
Senny Um *IDG Korea*
Pamela Castillo *IDC Chile*
Andoni Palomino *IDC Mexico*
Juha Videman *IDG Sweden*

2
Liyao Zhang *IDC China*
Steve Pisano *IDG Communications*
Hondo Lewis *IDG Communications*
Ruben Muñoz *IDC Chile*
Satoko Yazawa *IDC Japan*

1
Nasreen Adamson *IDC U.K.*
Jorge Gil *IDC Spain*
Lenka Crncova *IDC CEMA*
Francis Hook *IDC East Africa*
Meily Lisdiyanti *IDC Indonesia*
Ateequar Rahim *IDC CCR*
Caroline Vanier *IDG U.K.*
Lucy George *IDG U.K.*
Altagracia Martinez *IDC Mexico*

Share news, suggest content

Story ideas from employees at any IDG or IDC business unit or licensing partner are always welcome. Suggest someone who could author a "One on one" column or an article about their area of expertise. Nominate a co-worker for an Unsung Hero profile. Pass along the name of an office mate with an interesting hobby or volunteer activity. Write to world_update@idg.com.

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One on one

engagements, so we will determine that on a case-by-case basis but ideally, the predictions will be open for at least one month to allow participants to re-enter and adjust their responses based on new information and for some questions to be resolved in real life. Our long-term goal is to have an ongoing IDG Prediction Market that we can periodically refresh with new questions and create macro-level indices from.

Q What are the basic deliverables, and how would clients use the data?

A Each engagement includes at least five predictive questions (can be more based on budget), fielded to 200 participants, but we do not mandate that they answer everything. The results of each predictive question will be delivered as PowerPoint-based infogram to provide clients with compelling, crowd-sourced predictions to be used in social engagements, content development and other marketing initiatives.

Clients also have real-time access to the results via an online dashboard, so they can see how topics are trending, and perhaps as important as the numbers themselves, they get a glimpse into what's driving responses in a particular direction.

Q How can editorial or events teams use this tool?

A Editorial can embed a live link to a prediction market inside content related to the topic. This creates great engagement with our edit brands and is an opportunity to expose participants to related content. On the back-end, content creators have real-time access to future-looking data on bleeding edge topics from which they can craft new content with the added context from the open-end responses.

Q Can IDG employees test out the platform?

A Yes, of course, but you'll need to sign up first. Check out this live link to our current predictions on a range of topics. Please feel free to investigate and participate. We use this as a live demo for clients, so we ask you answer the questions as accurately as you can (remember it's an open textbook test) and leave a detailed comment on your rationale. Good luck! ■

Recent One on One columnists

IDG Communications' VP, Audience Development **Mark Lewis** looks at the Insider Program for B2B editorial and how it can be expanded globally. **Eric Knorr**, editor-in-chief, IDGC U.S., talks about the enterprise editorial structure, data-driven strategy, video, and the Insider program. Chief Analyst **Frank Gens** summarizes IDC's top 10 IT industry predictions. See the full list on IDG Central.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG Global Solutions' Peter Bradley marks 20 years

*Among those marking **Peter Bradley**'s milestone were members of his finance and IT team. (L-R): **Samantha Kimber**, sales Invoice administrator, IDG Connect; **Monica Guerin**, finance administrator, IDG Connect; **Ravi Madha**. IT manager, IDG Global Solutions; Peter Bradley; **James Lee**, management accountant, IGS; **Laura Hilliard**, finance executive, IGS; **Gina Howells**, credit controller, IGS.*

IDG Global Solutions VP/Finance **Peter Bradley** reached his 20-year anniversary with the company this month, and staff from IGS, IDG Connect and International Controller's Office gathered to congratulate him.

Bradley joined the company in 1997 as financial controller, IGS Europe and was promoted to head of finance at IGS Europe in 2000. Shortly thereafter the IDG U.S. finance team began reporting to him, and in 2002 he visited Singapore to set up the systems and reporting for the opening of an IGS APAC regional office. He also set up the financial controls and reporting of IDG Connect International from its inception in 2009, followed some two years later with the same processes for IDG's telemarketing operation in Dublin, IDG Direct.

He remains financially responsible for all three business units. "it has been a tremendous privilege to be part of their continued success over the years for IDG," Bradley said. "I've really been one of the lucky ones in life that enjoys almost every day coming to work. I put that down to my great finance team that has been with me for long periods of time, and I've had some great bosses. The last two — IDG Communications Worldwide President **Kumaran Ramanathan** and IDGC COO **John O'Malley** — being especially good guys to work for. They expect a lot, but it's very rewarding to have their trust and to have been a part of their business units' successes."

Write to Peter Bradley. ■

*IDG Communications Worldwide President **Kumaran Ramanathan** congratulates **Peter Bradley**.*

thanksto

Contributors to this issue who were not otherwise quoted or credited include:

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IDG Corporate Services Group
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IDG Global Solutions
Gordon Plutsky
IDG Communications
Jo Tilson *IDG Global Solutions*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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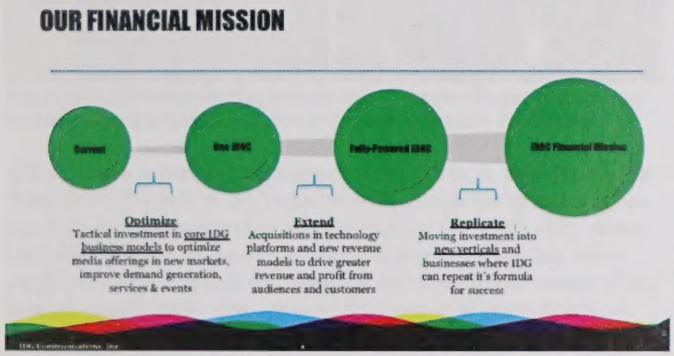
IDG Communications' "Build, Partner, Buy" initiative takes shape



Kit Gould, head of IDGC Mergers, Acquisitions and Integration, describes the strategy and explains why this is an important element of IDGC's overall mission and goals.

SEE MORE ON PAGE 4

Also inside

One on One: IDGC's Mark Lewis looks at optimizing the Insider Program for enterprise brands globally

IDG Sweden brings in sponsor revenue through event coverage

IDC Nordic, CW Denmark celebrate with CIOs

Third-party revenue group shares strategies, looks at business intelligence tools at Munich meeting.

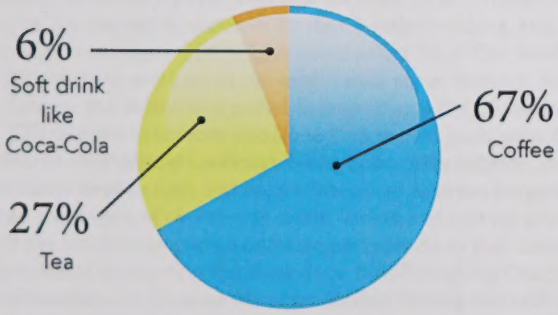
SEE MORE ON PAGE 6

The IDGC Community Action Board in Framingham hosts a Super Bowl party.

SEE MORE ON PAGE 9

Question of the week results

What beverage do you usually need to start your workday?



Log on to www.idgcentral.com to vote on this week's question:

How closely will you be following the 2018 Winter Olympics?

CLICK HERE

Tech & Marketing News from IDG

IDG Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Rise In Spending On Security And Analytics Tools According To New CIO Research From IDG (IDG)

How Businesses Are Using AI And Machine Learning To Leverage Events (AdWeek)

Understanding The B2B Content Marketing Landscape (eMarketer)

The current state of advertising data, in 5 charts (Digiday)

Forced Redirect Ads Cost Publishers Money, But So Does Blocking Them (AdExchanger)

IDG Sweden brings in sponsor revenue through event coverage

*(Top, l-r): **Billy Ekblom** and **Evelina Galli**. (Bottom, l-r): **Andreas Bergsman** and **Mikael Lindkvist**. All worked behind and in front of the camera to produce 35 CES videos.*

IDG Sweden achieved two milestones related to its coverage of last month's CES event in Las Vegas: more sponsors for its event coverage than ever before, and an all-time high for the reach of its videos. Not only did the staff exceed its short-term goals regarding video views and profit, its focus on delivering the best CES coverage of any Swedish media outlet strengthened the long-term goal of demonstrating IDG Sweden's value as a partner to customers.

For the past several years, IDG Sweden has sought sponsors to support its onsite coverage of major international events such as Mobile World Congress, E3, Computex and IFA. Also last month, Fitzpatrick AB, a leading independent distributor of musical instruments and music and studio equipment sponsored Reader Revenue Manager & Studio Contributor **Andreas Hedberg**'s trip to Los Angeles for NAMM, a trade fair for musicians and music producers. IDG Sweden's Studio brand benefitted from that partnership.

CES sponsor revenues were $17,000, an 86% increase from 2017. The $6,000 sponsor revenue for NAMM is all new revenue.

Sponsor fees cover the travel team's expenses and enough additional to generate a profit. This year for CES, LG and Huawei had logos on the pre-roll as sponsors for IDG Sweden's videos, and the e-commerce company CDON.com could select 10 of IDG Sweden's 35 CES videos to show on its site and in their social streams. As of late January, the videos had pulled in more than 625,000 views.

IDG Sweden sent more people to CES than in years past. CCO & Editor-in-chief **Mikael Lindkvist**, News Editor **Billy Ekblom**, Engagement Editor **Evelina Galli** and Audio Freelancer **Andreas Bergsman** formed two teams of two for the onsite filming and editing and targeted the smaller companies with intriguing products that could only be uncovered by roaming the show floor. B2C Publishing Director **Jesper Landén** and Revenue Manager **Markus Ekberg** met with larger vendors and passed along tips to the video teams on what to film.

"Our extensive and high-quality coverage of CES demonstrated IDG Sweden's capabilities — what we stand for and what we have to offer," Landén said. "Not only was it good brand building for IDG Sweden and M3, but it shows what our sales team can bring to potential partners for upcoming fairs, events and other new initiatives."

Write to Jesper Landén. ■

CIOs of the Year dine in Denmark

*Computerworld Denmark Editor-in-chief **Lars Jacobsen** (left), IDC Nordic Research Manager **Anders Elback** (back, left), IDC Nordic VP/Integrated Marketing Programs and Events **Charlotte Thygesen Poulsen** (fifth from left) and Computerworld Sales Director **Maibritt Møller** (far right) along with Danish CIO of the Year recipients.*

IDC Nordic/Denmark and Computerworld Denmark, published by IDGC partner Jobindex Media, are entering their 13th year collaborating on their country's CIO of the Year gala. Last month, for the first time, the two companies hosted a small dinner in Copenhagen for past recipients, which a majority of honorees attended. This group photo was used as a promotion on LinkedIn to spur more nominations in time for the April 1 submissions deadline for the 2018 award. The CIO of the Year gala will be held June 6.

IDG Australia builds CX assessment tool for new CMO editorial section

CMO Australia recently launched a customer experience management (CX) section supported by a six-month integrated partnership with inmoment. An editorial initiative, it includes a custom-built tool that allows participants to rate their organization on the seven foundations of customer success. The tool provides readers with a spider graph at the end of their assessment showing their CX strengths and weaknesses. The development team built this as a modular product so that IDG Australia can use this offering for other areas of its business. Write to CMO Publisher Nadia Cameron.

OneonOne

Mark Lewis

IDG Communications

IDGC's VP, Audience Development is this week's columnist. Reach him at mark_lewis@idg.com.

"Since not every owned and operated business unit has implemented some kind of gated content strategy, it would be great to launch Insider throughout all IDGC business units."

Q Can you briefly summarize the IDG Enterprise Insider program?

A The Insider program for IDGC's U.S. B2B brands launched in October 2010. It was designed to give readers access to exclusive content and help IDG better understand who is behind the clicks. As of Feb. 1, we have around 700,000 members, and that number is growing steadily each month.

Q What sort of information do users need to provide to become Insiders?

A Currently, they need to provide basic business card information. This includes: first name, last name, job title/function, company, company size, industry information, e-mail, phone and physical address.

Q Can you talk a bit about the process that is used to determine what sort of content gets gated behind the Insider wall?

A Each site team owns this process, and each has a slightly different approach based on what's best for its readers. We're continually looking at the top-performing articles to identify connections between topic and registrations, promotion and registration and content types that prove to be most enticing to readers.

Q How has Insider expanded?

A In mid-2017 we saw big opportunity with the international IDG Connect site. With the consolidation of the U.S. and U.K. operations under **Matthew Smith**, we decided to change tactics and use the Connect site as a test bed for a nearly 100% gated content strategy. To put the level of gated content into context, the U.S. sites have anywhere from 5% to 10% gated content at a given time.

No question, concerns about driving users away with additional gating and barriers to content were present, but we've seen the best of both worlds actually come to fruition — significantly growing traffic on the IDG Connect site and driving thousands of registrations. Through the hard work of editors **Kathryn Cave**, **Kate Hoy** and **Dan Swinhoe**, the site hit its highest level of monthly traffic in five years in January 2018.

The gains on the traffic side have helped the site go from zero Insider registrations in June 2017 to more than 5,000 total registrations per month for the past four months. Since we began gating content in last July, we've seen sessions rise by nearly 20% and page view traffic increase more than 30% vs. the previous six months.

The gains made can be traced to a few factors:

1. Taking a hard look at the content mix and focus. The team doubled down on topics and features that proved to be winners. Historically, Insider registrations are driven by learning features, in-depth product information and digging into technology trends.

2. Emphasizing headlines. We're not the New York Post or The Sun, but we've made a conscious effort to punch up headlines to draw eyeballs. (For example: "My vintage Palm makes workplace iPhone users jealous").

3. Expanding beyond IDG. The editorial team embraced third-party content from book publishers, third-party publishers and analyst/research groups. Repurposing content from these publishers not only gave us unique content but it's also very cheap (Read: Free!)

4. Making small changes to the site layout and architecture. The Connect team, with the help of Project Manager **Judi Brown**, was able to make changes to where we placed Insider content, removed distractions from the site and rejiggered how Google catalogued Connect articles. We also borrowed a few proven ideas from the U.S. sites, such as: gating long tail content that does well month-after-month and added "fake sidebar" teases, which are links placed in the flow of articles. This helps drive readers from non-gated stories to related stories that are gated.

5. Making significant changes to email strategy. Email Marketing Specialist **Rushin Sondagar** and his team are constantly A/B testing email templates and formats. We are keeping the best-performing ideas and throwing away the losers. These iterations are helping us understand what works with our audience. We also have been experimenting with the days we deploy emails.

Q What's next for Insider?

A With the success of gated content on the Connect site, we saw a larger opportunity to grow names and bolster the program. In late November the idea of a "global center of excellence" for Insider arose. The idea is, Insider is no longer just a U.S. notion, but one that can be

continued on page 7

IDGC's "Build, Partner, Buy" initiative begins to move forward with employee input

*IDG Communications President **Kumaran Ramanathan** has spoken about the "Build, Partner and Buy" strategy that will form the foundation of IDGC's business model. **Kit Gould**, head of IDGC Mergers, Acquisitions and Integration in addition to his role as managing director of IDGC's U.K. and Sweden operations, describes the strategy and explains why this is an important element of IDGC's overall mission and goals.*

What exactly is "Build, Partner and Buy?"

IDG Communications has a renewed focus on growing the business. And when Ram says "Build, Partner and Buy," he is specifically talking about the tactics that we will use to grow. This renewed focus on growth touches on everything: audiences and coverage, our global reach, our portfolio, our financial condition and of course ourselves. And one of these tactics, Mergers and Acquisitions, can simply be thought of as a tool that allows for rapid acceleration. It is not turnkey, but the idea is buying into a company to ignite one type of growth.

So why now? IDG is at the focal point of two massively changing sectors. We all now see our customers and our readers 'living and breathing' the digital transformation that is sweeping through the IT and Tech sectors. Meanwhile, we are living through the tectonic shifts on the media side. The ways people consume, share and action information about technology trends and products are dramatically different.

> The real strength of IDGC lies with its many talented and knowledgeable people...We would like the entire company to serve as part of the extended team.
>
> *-- Kit Gould*

When you review these two sets of changes and establish how to respond there are simply too many options and possibilities for us to realistically take account of every eventuality with existing internal resources and knowledge. Add to this the need for new offerings and improved offerings with short windows. And, the benefit of a careful M&A strategy is apparent. Plainly put, it will can help us accelerate growth while future-proofing our business.

Gould

Tenenbown

Arnot

Who is on the "Buy" team?

We have a core team consisting of myself, Global VP, Client Solutions, SMS **Jason Tenenbown** and VP/ Finance & Chief Data Officer **Keith Arnot**. It is a well-balanced and experienced group. I have some experience in acquisitions through the early history of IDG U.K. — where both TechAdvisor and CIO were acquisitions — and from my time spent with IDG Ventures. Jason has a huge amount of creative and marketing experience and has been a market observer and analyst for many years, which brings a wealth of inside knowledge of next generation businesses. Keith has an enormous amount of International operational experience and as a financial/accounting professional will add a financial rigor and dimension to the team. However, the real strength of IDG lies with its many talented and knowledgeable people. The fact that we are actively in the market across the globe gives us a unique advantage. We would like the entire company to serve as part of the extended team. And, we have plans to integrate various experts at unique times in the process. For example, whenever an opportunity moves to a significant stage (we call it "Pursue") we will develop a "specialist-team" from across the organization for that specific opportunity in an attempt to evaluate and benefits of an acquisition and the challenges behind integration.

What are the objectives of this activity?

Our objective is to expand IDG's global footprint and enhance and complement IDG's current brand and solutions portfolio. Acquisitions should grow revenue and profits. We use the phrase "1+1=3" meaning that our existing operations enhance the target companies'

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continued from page 4

Build, Partner, Buy

potential for growth and at the same time complement and expand our current offerings.

Is there a specific strategy we are using?

We have classified the types of opportunities in three ways.

• The first is designed to "Optimize" our existing business, by which we mean closing gaps down — geographic, sector or audiences where we see room for improvement and development. This includes companies that fit in fast-growing parts of our business such as data and demand generation, marketing services and events. There are also parts of the globe where we would like to have a much stronger geographical presence.

• We are calling the second classification of targets "Extend" opportunities. By this we mean companies that can help us branch out into new areas and with revenue models that are different than our core media, data and services framework. Here we are seeking companies and business in areas where we are not currently as focused. This is more broad than "optimize," and examples might be advertising or marketing tech companies, e-commerce companies or employee service companies such as recruitment or training.

• The third and final classification is "Replicate." This is a scenario where we look to a take our existing framework into new sectors such as into healthcare or finance. This is admittedly not our initial focus.

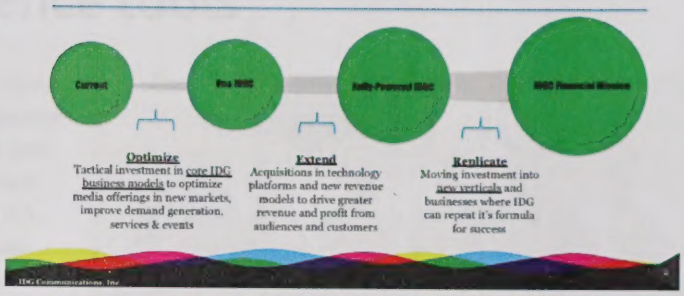
What types of companies are we looking at?

Many different types, in many different areas, but we have a preference for companies that not only operate in the areas mentioned above but have characteristics that appeal to us. For example, world-class products, great relationships with clients, profitability, ease of integration with the rest of the company, progressive sectors, global potential are all highly-valuable traits.

How can employees help locally and get involved?

The involvement of all IDG Communications staff is a real differentiator. Your market knowledge, if harnessed correctly, is a competitive advantage. Which companies do your clients like/dislike, are their properties ones that your readers are interested in? Are you seeing things

OUR FINANCIAL MISSION



No matter which of the three types of opportunities the Buy Team might pursue, IDGC's existing operations should enhance the target companies' potential for growth and at the same time complement and expand IDGC's current offerings.

that we should consider?

Many employees have already been proactive in this regard. Since the IDG Buy Team was announced just a few weeks ago we have received around 50 companies from contacts inside the company. This is really great and very much something we want to encourage. Our editors, marketers and sales people are uniquely positioned to gain real insights into the market and its evolution. This makes our coverage of the market opportunities even more powerful.

> "Our editors, marketers and sales people are uniquely positioned to gain real insights into the market and its evolution. This makes our coverage of the market opportunities even more powerful."
>
> *-- Kit Gould*

To help track these suggestions and give everyone quick feedback and response, we have created a Target Acquisition form that allows us to input into our tracking system and respond back to those individuals or teams that have been willing to submit their thoughts. The form is available on IDG Central or from any of the team members. It is also very helpful for us to start to build up an understanding of areas in which people have developed some special knowledge or interest. This will also support the building of future specialist teams, as we will know who are interested, willing and able to participate. So, we ask that you use this template to put the evaluation on a level playing field.

And, again, acquisition is just the beginning. Integration is the business. So, we need to work collectively to succeed.

Write to Kit Gould or the Buy Team. ■

Third-party revenue group shares strategies, looks at business intelligence tools

Following a busy first quarter of FY18, members of IDG Communications' Consumer & Third Party Strategic Development Center (SDC) met in Munich for the first meeting of the year.

This meeting focused on an in-depth review of Q1 numbers and looked ahead to prospects in Q2 and beyond. The U.K., U.S., Germany and Sweden all saw their third-party revenues increase year-over-year in the quarter. E-commerce revenue was up 23% (in UK and Germany), 28% (U.S.), and an impressive 110% in Sweden. Video revenue was up over 50% in the UK, and Native was up by nearly 40% in Germany.

U.S. VP Business Development **Bill Rigby** gave an overview of the U.S. deals strategy and email delivery plan. IDG Germany Online Editor-in-chief **Christian Loebering** explained strategies and best practices to gain reach and video revenues with YouTube.

Day two started with IDG Germany's Yield and Performance Marketing Manager **David Nguyen** looking at what's at stake in the programmatic server-to-server debate, exchange bidding dynamic allocation (EBDA, which is Google's answer to header bidding), and what SDC members should be considering beyond header bidding in a third-party perspective.

A key priority for 2018 is using business intelligence tools to make editorial content planning even more data-driven and focused on ecommerce revenue opportunities. IDG U.K. Head of Experience Design **Neil Bennett** has created a tool in Domo that can show multiple affiliate revenue factors at article-page level — a real breakthrough for commerce content teams to truly understand audience preference and optimum conversions points, as well as hidden areas of content that hold income potential.

IDG Germany VP/Data Strategy **Edmund Heider** showed off his Domo-based analytics tool based on DoubleClick for Publishers-led revenues from all areas of the business: sales, SMS, IDG Global Solutions and programmatic.

There was also discussion of Google's Better Ads Initiative and the rapidly approaching General Data Protection Regulation (GDPR). GDPR is a regulation, taking effect May 25, that strengthens data protection for people within the European Union and addresses the export of personal data outside the EU.

"Being able to connect with colleagues from other countries make these meetings not only special but ensures that people are enablr to share revenues and business models thoroughly," explained IDG Germany Director of New Business **Ole Evers**. "These insights enable participants to understand each other's market challenges. The deep exchange of experiences enables us all to critically review our own business and gives us multiple new inspirations to do our own work in an even better way."

There were also presentations from partners Video Intelligence and InSkin Media. "Once again, this SDC meeting has proven excellent for new revenue," said IDG Sweden Publishing Director **Jesper Landén**. "One of the partners invited by IDG Germany had a strong demand for the Nordic region and wanted to start collaborating right away."

*IDG Communications employees at the Munich meeting included (top, l-r): **Ole Evers**, Germany; **Lina Vikman**, Sweden; **Ina Reiter**, Germany; **Markus Ekberg**, Sweden; **Christian Loebering**, Germany; **Bill Rigby**, U.S.. (Front, l-r): **Edmund Heider** and **David Nguyen**, Germnay; **Simon Jary**, U.K. and U.S.; **Jesper Landén**, Sweden; and **Moritz Kaiser** and **Markus Pilzweger**, Germany.*

SDC lead and U.K. & U.S. Publishing Director **Simon Jary** hailed the meeting as a great success: "Meeting face-to-face with engaged, expert colleagues from around the world is one of the key reasons that consumer is a flourishing part of IDGC's business units, bringing in diversified revenue streams and pioneering new approaches to ecommerce content."

"Ole invited several partners that he works with in Germany. I have follow up meetings with them and plan to trial their tech on our U.S. sites," Rigby said. "If all goes well we will make some incremental money together. This sort of cross-country collaboration is valuable for all business units with a B2C division."

"E-commerce is now such a vital part of IDGC's consumer revenue strategy that we are spinning this out to a separate London meeting in March alongside a broader editorial focus on audience growth," said Jary. There will also be a side meeting on programmatic best-practices held at the same time involving attendees from sales, including IDG Global Solutions.

Write to Simon Jary. ■

noteworthypeople

New employees

Dube

Steve Dube is now a full-time help desk specialist at **IDC Framingham**, having recently worked there as a temp IT associate and, in the summer of 2016, an IT intern. He has also worked part time at the Geek Squad. Steve has an undergraduate degree in computer science/information systems from Framingham (Mass.) State University and enjoys working on his car, going to concerts, playing video games and restoring a 1983 Datsun 280ZX. sdube@idc.com

Mascis

PETER SHORT

Also at **IDC Framingham,** HR Coordinator **Courtney Mascis** was previously a business analyst at Cambridge Systematics. She has a B.S. in marketing from Bentley University in Waltham, Mass. Her love of dogs has led her to volunteer at Yankee Golden Retriever Rescue and White River Animal Rescue. cmascis@idc.com

Minieri

PATRICIA SMITH

IDG Communications Human Resources Coordinator **Nick Minieri** previously held the same position at Lionbridge Technologies. He has a B.S. in management from Boston College with a concentration in management and leadership and also majored in political science. A die-hard Mets fan from Long Island, Nick counts himself fortunate to have seen Hamilton on Broadway twice last year. nick_minieri@idg.com.

IDG Germany welcomes Editor **Peter Marwan**, who has a 20-year journalism career and was most recently chief deputy editor at NetMediaEurope. He has a master's degree from the University of Münster, where he studied journalism, geography and political science. He makes time for soccer, caving, gardening and hiking. pmarwan@idg.de

Marwan

Returning employees

Goodchild

Longtime CSO editor-in-chief **Joan Goodchild**, most recently director of multimedia content at Information Security Media Group, has joined **IDGC's Strategic Marketing Services** as content director. She has a B.A. in history from Regis College in Weston, Mass., and a master's degree in journalism from Northwestern University in Evanston, Ill. Outside the office she enjoys hiking, travel, theater and time with her family. joan_goodchild@idg.com

Et cetera

O'Brien

Adelaide O'Brien, research director, **IDC Government Insights**, was recently named one of this year's Federal 100 by FCW.com. The award honors government and industry leaders and recognizes the difference they make in the way information technology is used to advance vital government missions. At IDC, O'Brien's core research assists clients in understanding the full scope of efforts needed for digital transformation. Her coverage includes technology innovations such as Big Data, artificial intelligence (AI), cognitive computing, and cloud in the context of government use cases such as customer experience, data-driven benefits and services, and public health protection. aobrien@idc.com

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One on one

shared and optimized for any IDG business unit.

In December, we put this plan into action. First, the IDG Connect editorial team shifted into a more centralized role, spanning U.S. and International editorial teams. This helps the entirety of IDGC rethink the way Insider content is created and promoted. This team of editors is now collaborating very closely with the U.S. edit team to create enterprise-focused stories that will be used on both the U.S. sites and the Connect sites.

> "We're very excited to see how this worldwide team collaboration lifts name capture across the globe."
> -- *Mark Lewis*

The teams will benefit from a singular editorial vision. This arrangement also erases duplicate coverage areas on the sites. The Connect editors along with U.S. editors will be creating content that is both standalone and as adjuncts to the highest traffic stories on the U.S. sites. For example, if we know there is a long tail story on CIO.com that continually brings in steady traffic, editorial now has the staff resources to purpose-build an Insider piece that takes a deeper dive into that topic. The overarching idea is, you catch readers from search using a broad content, then get them to drill down into specifics, but if they want to, they'll have to provide personal information.

Second, we have been repurposing successful IDG Connect gated content into the Apollo CMS for use on the U.S. sites. By comparison, the Connect site is only a fraction of the U.S. unique visitor traffic. By exposing the hundreds of Connect gated stories to the millions of unique visitors on the U.S. sites, we stand to bring in many more Insider registrations. Those stories are slowing rolling out this month.

We're very excited to see how this worldwide team collaboration lifts name capture across the globe.

Q How can IDG business units outside the U.S. adopt Insider?

A Since not every owned and operated business unit has implemented some kind of gated content strategy, it would be great to launch Insider throughout all IDGC business units. There is development to work through, but the benefits of capturing names and data about local readers is an invaluable resource that is only getting more critical each day. I would suggest local teams invest in someone who can be at the intersection of content and the business and thereby develop a content and data strategy congruent with what that business unit deems the most valuable reader — then entice that group with premium content. I would be happy to answer questions from any business unit that wants to roll this out. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company Feb 1 - Feb. 18.

37
Karen Weston *IDC*

31
Penny Stevens
IDG Corporate Services Group

30
Laura Brady
IDG Corporate Services Group

24
Jennifer Cooke *IDC*

23
Julie Boudreau
IDG Corporate Services Group
Gina Howells *IDG Global Solutions*

22
Barbara Simon *IDG Australia*

21
Jerry van Ommeren *IDC Benelux*
Philip Odgers *IDC U.K.*
Lars Danielsson *IDG Sweden*

20
Roman Maceska *IDC CEMA*

19
Karim Bahloul *IDC France*
Steffen Berchtold *IDG Germany*

18
David Reinsel *IDC*
Donald Jin *IDC*
Brad Nickerson
IDG Corporate Services Group
Andreas Hedberg *IDG Sweden*
Jan Siroky *IDC CEMA*

17
Jan Hein Bakkers *IDC Benelux*
Marie-Henriette von Wagenheim
IDG Germany

15
Anne Stevenson *IDC*
Melinda-Carol Ballou *IDC*

14
Gerald Murray *IDC*
Jason Cunliffe *IDC*
Todd White *IDC*
Ed Kozaryn *IDG Corporate Services Group*

12
Mo Barrett *IDG Communications*
Sandra White *IDG Australia*
Helena Hajsterova *IDG Czech Republic*
Yukiharu Yorifuji *IDC Japan*
Efrat Drori *IDC Israel*
Fouad Charakla *IDC MEA*
Shabana Mahadiwala *IDC MEA*
Andrew Golonykh *IDC Ukraine*

11
Gard Little *IDC*
Bruno Teyton *IDC France*
Anna Lagercrantz *IDG Sweden*
Liawana Liswojo *IDC Australia*

10
Sylvia Wunsche *IDC Germany*
Jimena Sisa-Cepeda *IDC U.K.*
Brian Jackson *IT World Canada*
Katherine Park *IDG Korea*
Hiroshi Shibutani *IDC Japan*
Simon Hülsbömer *IDG Germany*
Oren Raviv *IDC Israel*

9
Stephen Elliot *IDC*
Jason Fleckles *IDG Communications*
Gregg Keizer *IDG Communications*
Giorgio Micheletti *IDC Italy*
Patricio Soto *IDC Chile*

8
Irina Zvagelsky *IDC*
Julia Talevski *IDG Australia*
Ousmane Keita *IDG Czech Republic*
Lima Lilianne *IDC Brazil*
Sheryl Fuertez *IDC Singapore*

7
Matthew Marden *IDC*
Denise Lund *IDC*
Monica Goddard *IDG Connect*
Carlo Davila *IDC Peru*
Aysen Demir *IDG Germany*
Stanislav Dohnansky *IDC CEMA*

6
Heather Ashton Manolian *IDC*
Brandon Butler *IDC*
Catherine Soper *IDC*
Thor Olavsrud *IDG Communications*
Thomas Alexander *IDG Communications*
Jesper Markmann *IDC Nordic/Denmark*
Mehmet Semerkant *IDG Germany*
Mariya Zhilina *IDC Russia*
Hamza Naqshbandi *IDC Saudi Arabia*
Bhavana Nagegowda *IDC CCR*

5
Nadia Cameron *IDG Australia*
Alexander Lichy *IDG Czech Republic*
Pim van Dijk *IDG Netherlands*
Tomas Doktor *IDC CEMA*
Chun Lee Loo *IDC Singapore*
Amabel Palencia *IDC Singapore*

4
Kelly Kircher *IDC Germany*
Abraham Prieto *IDC Spain*
Jacopo Mancini *IDC Italy*
Wellington La Falce *IDC Brazil*
Mimei Ito *IDC Japan*
Jessica Schmitz-Nellen *IDG Germany*
Ahmar Karimullah *IDC Australia*
Michael Osmo *IDC Australia*
Gurpal Singh *IDC CCR*
Xiaohan Tay *IDC Singapore*
Sunil Narayanappa *IDC CCR*

3
Timothy Tom *IDC*
Terry Frazier *IDC*
Lawrence Freeborn *IDC U.K.*
Judith Justin *IDC U.K.*
Jacob Schmidt *IDC Nordic/Denmark*
Gabrielle Ribeiro *IDC Brazil*
Cesar Garcia *IDC Mexico*
Roberto Membrila *IDC Mexico*
Stanislav Novak *IDC CEMA*

2
Luis Ruvalcaba *IDC*
Max Pepper *IDC*
Ivano Ortis *IDC Italy*
Steve Proctor *IT World Canada*
Sergio Teixeira *IDC Brazil*
Guillermo Pardo *IDC Mexico*
Pamela Hernandez *IDC Mexico*
Jiro Date *IDC Japan*
David Nguyen *IDG Germany*
Regina Nelles-Kalkum *IDG Germany*
Miroslav Musil *IDC CEMA*
Lukas Vnenk *IDC CEMA*
Di Jin *IDC China*
Wenting Xu *IDC China*
Yu Xue *IDC China*
Sampath Venkataswamy *IDC CCR*
Shazia Ahmad *IDC CCR*
Deepa Balan *IDC Singapore*
Preeyaporn Sukhamano *IDC Thailand*
Leon Kao *IDC Taiwan*

1
Ghassan Abdo *IDC*
Lee Jones *IDG U.K.*
Pardeep Johal *IDG U.K.*
Yassine Amor *IDG U.K.*
Glenn Weir *IT World Canada*
Mauricio Pacual *IDC Argentina*
Mercedes Ruiz *IDC Mexico*
Jose Paredes *IDC Peru*
Isabella Amann *IDG Germany*
Marion Wagner *IDG Germany*
Michaela Charvatova *IDC CEMA*
Ksenia Efimova *IDC CEMA*
Eva Novotna *IDC CEMA*
Zuzana Rodigova *IDC CEMA*
Tomas Jezowicz *IDC CEMA*
Iman Al Far *IDC Egypt*
John Arsanious *IDC Egypt*
Nishant Bansal *IDC India*
Vinayaka Venkatesh *IDC CCR*
Risky Febrian *IDC Indonesia*
Stallone Hangewa *IDC Indonesia*
Ann Yee Thang *IDC Malaysia*
Lawrence Cheok *IDC Singapore*
Marc Chin *IDC Singapore*
Jinman Lee *IDC Singapore*

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit.

All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, a casual gathering, etc. Above, staff from IDC Middle East & Africa conclude a successful Directions briefing in Dubai.

Send the photo with a short description to idgcentral@idg.com.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Share your news, suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to share news about what their group or department is up to. Suggest someone who could author a future "One on one" column or an article about their area of expertise. Nominate a deserving co-worker for an Unsung Hero profile. Pass along the name of an office mate with an interesting hobby or volunteer activity. Ideas for new content are always welcome. Write to world_update@idg.com.

thanksto

Contributors to this issue who were not otherwise quoted or credited include:

Davy Adams *IDG Australia*
Lynn Holmlund *IDG Communications*
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Matt Smith *IDG Connect*
Shannon Smith *IDC*

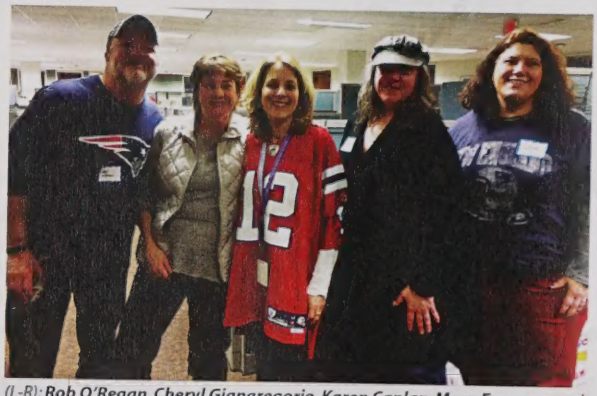
At least the Super Bowl party was a success...

On Feb. 1, when their hopes were high for a New England Patriots victory in the Super Bowl, IDG Communications staff in Framingham, Mass., generated some positive karma for their favorite team at a gathering to celebrate the upcoming game. Alas, the final score wasn't what they'd hoped.

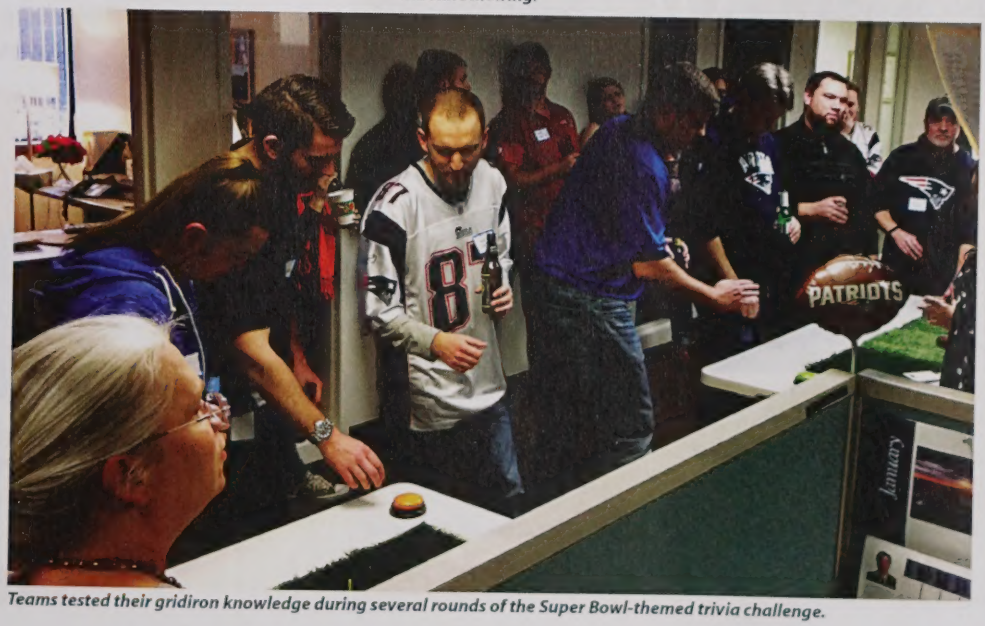
*Round 1 trivia winners (l-R): **Josh Williams**, trivia organizers **Dave Gradijan** and **Val D'Aquila**, and **Jenelle Villani** and **Patrick Kenney**.*

***Beth Fitzgerald** (l) and **Olivia Moriarty**.*

***Kelly Wong** (l) and **Grace Curry**.*



*(L-R): **Rob O'Regan, Cheryl Giangregorio, Karen Caplan, Maro Eremyan** and **Caroline Mewing**.*



Teams tested their gridiron knowledge during several rounds of the Super Bowl-themed trivia challenge.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG Connect sales, delivery reflect local market needs

IDG Connect Germany Team Leader Mehmet Semerkent and IDG Connect Nordics Business Unit Manager Dario Nazemson discuss what they are seeing in the demand generation space in their countries.

SEE MORE ON PAGE 4

Also inside

PC-Welt, HTC capture videos of surprised customers' reactions to receiving free phones

One on one: IDG Communications B2B Editor-in-chief Eric Knorr looks at Insider program, video

IDC names Peacock, Motsenigos award winners

China Oceanwide Holdings Group recognized for poverty alleviation efforts.

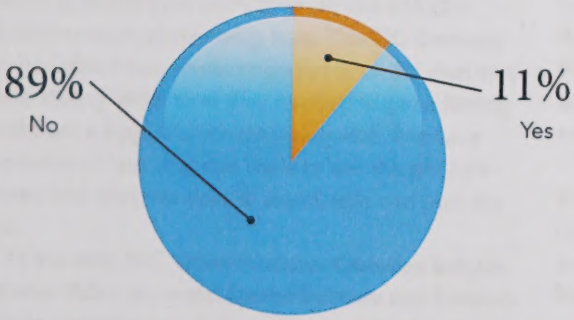
SEE MORE ON PAGE 7

Celebrating 20: IDC Nordic's Anders Elbak traveled to Florida and the Bahamas.

SEE MORE ON PAGE 9

Question of the week results

Did you make a resolution for the new year?



Log on to www.idgcentral.com to vote on this week's question:

What beverage do you usually need to start your workday?

CLICK HERE

IDG Tech & Marketing Newsletter

IDG Marketing's tech and marketing newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

The 11 Most Difficult IT Hires Today (CIO)

Hackers Hijack Google DoubleClick Ads (Digital News Daily)

Millennials Put Their Trust (And $$$) In Tech (eMarketer)

Spending On Blockchain Technology To Double This Year To $2.1B (Computerworld)

New York Governor Mandates Net Neutrality (Digital News Daily)

PC-Welt, HTC team up to capture delighted customers' unscripted reactions on video

What would you do if someone gave you an expensive, well-performing mobile phone for free? IDG Germany B2C Editor **Dennis Steimels** has conducted interviews for many consumer-oriented videos the company has filmed, and over the years he hatched the idea to do some kind of "surprise" video that would capture an interviewee's emotional response to a situation like that. Late last year, during conversations with industry colleagues, IDG Germany CEO **York von Heimburg** learned that HTC's marketing executive had returned from maternity leave and mentioned that to his staff, opening the door for some creative negotiations.

"We've known about Dennis' idea for a while, and we were waiting for the right sponsorship opportunity to pop up," said PCWelt and Macwelt Online Editor-in-chief **Christian Löbering**. "We thought HTC would be the perfect match, since they have a brand awareness problem but really good products." Senior Account Manager **Tobias Schmid**; Director, Program Strategy and Marketing **Karsten Linde** and Löbering pitched the idea to HTC staff in November, who enthusiastically agreed. The goal was to highlight key features of the €600 (US$734) HTC U11 phone — the camera as well as Edge Sense, which lets users squeeze the phone to enable specific activities — and portray customers' reactions through video content.

HTC provided five phones to give away during on-camera interviews, phones to be raffled off through advertising promotions on PCWelt.de and €18,000 ($22,046) euros in sponsorship fees. The IDG Germany team had about two weeks to go live after the deal was signed, during which time they needed to get a filming permit from a large Munich shopping mall, fine-tune the process of how to guide users to use the phone's features, and allot five days to shoot, edit and post the video.

At the mall, B2C Video Producer **Christian Seliger**, Freelance Video Journalist **Daniel Behrens** and Steimels set up in a seating area in front of one of the main stores. Steimels invited passers-by to stop for a few moments, saying PC-Welt was crowd-testing a new phone and wanted to get their opinions, with no hint of any reward. The team tried to assess people and identify, before engaging with them, those who they thought would

*IDG Germany B2C Editor **Dennis Steimels** talks with one of the shoppers who stopped to test the new HTC phone; he later surprised her with the news it was hers to keep.*

really enjoy the phone. If Steimels talked with someone who didn't turn out to be a good conversationalist, or register enough enthusiasm, he'd thank them and let them go on their way. But for those who were interested in participating and genuinely happy with the phone's performance, he waited until the very end of their interaction to give them the surprising news they could keep the phone, compliments of PC-Welt and HTC.

"We had no idea how people would react and if the reaction plus our timing would translate into visible, authentic emotion in the video," Lobering said. "But the video team did a great job, that at least any German-speaking person watching the clip can't help but smile — and I think even non-German speakers can appreciate the moment. For us, this is a big step toward what we think is the core essence of how native B2C advertising with video should be: authentic, emotional, interesting and entertaining."

Promoted as a sponsored post on PCWelt.com, the seven-minute video appeared on PCWelt's YouTube page with a shorter version on PCWelt's Facebook page and they have pulled in around 100,000 total views so far.

In keeping with the ongoing effort to provide affiliate marketing opportunities, online visitors to PC-Welt could click on a link to buy the phone through Amazon, thereby giving IDG Germany a percentage of revenue from the sale.

Write to Christian Löbering. ■

OneonOne

Eric Knorr

IDG Communications

The editor-in-chief for IDG Communications' enterprise brands in the U.S. is this week's columnist. Reach him at eric_knorr@idg.com.

"Video often proves to be the superior medium for unpacking complicated tech concepts."

Q After spending your long IDG career affiliated with one brand — first PC World and then InfoWorld — what's it been like over the last seven months to have editorial oversight over all of IDG's enterprise brands?

A I won't lie, there was some shock and awe at first. But that feeling was quickly overwhelmed by how lucky I felt to have such a fantastic team to work with. The changes in May marked an end to internal competition among the brands — and with responsibility for all of them, I quickly gained a full appreciation for the talent we have in the B2B editorial group. It's truly an exceptional bunch of people, and I'm honored to work with them.

The first thing we did was divvy up coverage among the brands. The purviews of CIO and CSO, both led by **Amy Bennett**, remain the same: One takes an upper-management view of enterprise IT and concentrates on careers while the other drills deep into security. For the remaining three, we built on their historic strengths as publications. Computerworld, led by **Ken Mingis**, advocates for enterprise end users—of desktop operating systems, mobile devices, collaboration tools, and so on. **Galen Gruman** is Executive Editor of InfoWorld, which has retained its focus on emerging technology and sets its sights on software development, cloud computing, big data analytics, and machine learning. Network World, led by **Tim Greene**, targets the data center; not just networking, but storage, virtualization, servers, and private cloud. Network World also owns the Internet of Things (IoT), because that represents the outer edge of the network.

The brands no longer share content or try to be all things to all readers. Instead, we're all marching in the same direction, concentrating on delivering value to our enterprise audience.

Q Can you describe what a quality-led data-driven editorial strategy entails, and how IDG is using that to demonstrate the true value of our audience to customers?

A To me, quality is about context. Sure, good writing and editing is important, but having historical knowledge of enterprise management and technology — and knowing how to position the latest developments against that backdrop — is what enables you to create a credible, valuable narrative for enterprise readers. What are the tradeoffs of a more decentralized IT organization? How might, say, the latest IoT solution affect your core network? If you simply telegraph the latest news, you might as well just forward press releases to your readers. The benefit of having a highly skilled, experienced staff is in providing the context people need to make real decisions.

The data-driven aspect of your question has two answers. We've always looked closely at traffic numbers to determine what work for our audience; Director of Editorial Data and Analytics **Sharon Machlis** does a terrific job massaging that data to identify significant trends. But **Matt Egan**, editorial director for U.S. and U.K., sent us on a new trajectory: using SEO tools to the determine the search volume of keywords in our domain. That has given us much greater insight into what enterprise technology pros are looking for--and we've adjusted our editorial planning accordingly. It has also enabled us to place IDG articles at the top of search results for dozens of keywords. **Dan Muse**, our director of audience engagement, leads this initiative across all the brands.

Q How is IDG's enterprise portfolio distinguish itself today in the eyes of readers?

A We're dedicated to service journalism. That is, our mission is to help readers make better technology buying decisions, use technology more effectively and fulfill career aspirations. To do that, you need to understand the dynamics of the five cultures of IT: senior IT management, operations, developers, business users, and security pros. We address the hierarchy of needs within each segment. That insight is what enterprise readers turn to us for — as opposed to, say, the latest startup funding news.

Q What's the current state of IDG's Insider Program? How do you decide what makes an article an "Insider article"? Are there any changes planned for the Insider program in 2018?

A The Insider program is hugely important. Getting users registered and collecting data on their preferences is a top priority — we consistently promote our best Insider content in related articles and newsletters to drive registrations. Generally, Insider content tends to be highly valuable to a relatively narrow audience; if they need it, they'll register for it. Virtually all enter-

continued on page 8

IDG Connect's sales, delivery and products reflect local market needs and conditions

It's been just over three years since demand generation services were centralized under IDG Connect. During that time, the lead generation landscape has changed significantly, with the acceleration for high-quality lead requirements, the growth of account-based marketing (ABM) and greater account level intelligence.

In the international space, customer needs and market conditions differ by country. IDG World Update recently asked IDG Connect Germany Team Leader ***Mehmet Semerkent*** *and IDG Connect Nordics Business Unit Manager* ***Dario Nazemson*** *what they are seeing in the demand generation space, how they are working with customers and how each of their respective markets differ.*

How big is the scope of the demand gen business in your respective countries?

DN: Since we centralized IDG Connect and regionalized the Nordic demand generation business, revenue has increased from 3% to almost 10% of IDG Sweden's total revenue. The biggest driver for the growth has been how much easier it is for Nordic marketers to purchase demand gen programs from IDG in terms of consistent quality and pricing. At the moment we are aiming for $1.2M in local demand gen revenue, but we think there is a potential of at least $2M in the Nordics.

Dario Nazemson *has been with IDG since 2008.*

MS: Demand gen is approximately 13 % of German local online revenue, excluding reader revenue, but it is a very crucial element of IDG Germany's offerings. Webcasts are a solid, reliable source that comprise one-fourth of Connect's revenue, with more than 400 webcasts in the past 10 years. Connect Germany has delivered, for four years in a row, continuous growth — and record high revenue and profits for FY 17 — with new, flexible products in its portfolio developed in collaboration with all IDG Germany departments.

How do the webcasts work in Germany?

MS: These are interactive video sessions with a moderator, a client and an analyst on a certain topic addressed by our client. They are produced in our in-house studio and broadcasted live, mock live or on demand, and it's a great tool for demand gen campaigns. The audience engages strongly with the content and delivers very valuable leads. We collect all usage metrics of our console: view time, content engagement and participation in Q&A. One of the recent webinar topic from IBM was "Deep Learning via Open Source? Artificial Intelligence, Machine Learning and What You Really Need."

How do your markets compare?

DN: Although Germany and Sweden are close geographically we have completely different challenges. In Germany there is the challenge that the market is very competitive, with both local and international demand gen suppliers. In the Nordics we have almost the opposite. Since the countries are quite small in terms of the total addressable audience, the competition for Nordic programs is not as fierce, but the downside is that programs are usually very tough to deliver since we are serving four different markets in terms culture and preference. This is a challenge that shows up when we are deploying Nordic programs and all of sudden we realize that a certain topic like the datacenter does not work in Norway, for example, when it works very well in Finland and Denmark.

Mehmet Semerkent *joined the company in 2012.*

What are a few themes you've come across in terms of what clients really need from IDG?

DN: Local knowledge has been the key to be able to win and grow the business. IDG Connect International's scale — and the telemarketing breadth of IDG Direct — is why we are able to deliver our clients' often complex programs month after month, and target programs in ways that competitors can't across four small countries. Language considerations alone was a big barrier in the first years of doing this job, before IDG Direct — with its multi-lingual team — was created in 2011.

ABM is a trend that is not hype anymore. Over the last couple of years our Nordic clients have changed their requirements from easier-to-plan, criteria-based programs (for example, asking us to segment an audience so that leads represent companies with 100+ or 500+ employees) to hyper-targeted, account-based audiences. For a region with four small countries this makes the delivery even more difficult than before. ABM and more targeted programs require a lot of research before

continued on page 5

continued from page 4

IDG Connect

proposing a program, but the upside is that this is resonating well with our clients and at the end of the day makes them even more satisfied. "

MS: Understanding a client's vision and needs is crucial for delivering a successful project and ROI for them. Therefore, we guide each of our clients along every step of the inquiry/offer phase side-by-side with our sales team. With our SCORE technology, we managed to get into a quality leader role in Germany, a market where trustworthiness and data privacy is extraordinarily important. [SCORE is a tool that analyzes and evaluates user behavior on IDG Germany's websites and e-newsletters in real time by means of a lead-scoring algorithm.] Beyond its impact on our lead lead-generation business, SCORE is an extremely powerful tool to showcase IDG's target audience and data capability and proves we have access to the decision makers our clients are looking for. In practically every client meeting we're asked how IDG's unique portfolio — from digital media to demand generation, events, research, etc. — creates real value for customers. Sitting with the customer and showing that we can measure the areas of interest of these audiences demonstrates that we can operationalize IDG's data for better, more efficient, more relevant campaigns.

Although we are doing well with ABM and diverse types of sales-ready leads and highly qualified leads — which takes lots of effort and time to generate and are not suitable for every client — we also like to keep things simple and direct clients on marketing-qualified leads. For those we add simple but important questions that provide crucial information for the client, with an average cost-per-click of €300 (US$367) to improve our revenue lines with fast-paced delivered campaigns.

We also know that excellence in delivery is key. Since leads need to be treated and followed up when they are "hot," it is important to synchronize speed and quantity of delivery by time with the expectation and presales capabilities of the client. This is a discipline where we often outpace our competitors.

In addition, we need to tackle innovation and new approaches; we were one of the first markets to sell Pipeline Activator.

What are a couple of recent success stories you've had?

DN: Currently we have one client that is proving that ABM more than just a buzzword: OpenText. This year we have been running a research project, done executive interviews, demand generation, outbound email marketing and are about to deploy IDG Echo — everything account based.

VMware has been the largest biller and has shown the importance of how IDG can unlock great business opportunities from alliance budgets. We are about to complete a $90K partner program for the Nordic region where we are combining some of IDG's best solutions such as IDG Echo, native advertising (with IDG Strategic Marketing Services) and high-quality lead (HQL) demand gen. HQL is more or less the final frontier when it comes to demand generation. Even with our data and insights, the further down the funnel a client requires the leads, the more knowledgeable we need to be about the specific solution our clients are offering. And with the number of clients and programs we are running, it can be challenging to deliver more nurtured leads.

MS: We sold Pipeline Activator to CA. IBM returned as one of our important webcast clients, with five webcasts that ran last November. With our quality approach, we are the No. 1 webcast supplier for IBM in our market. We have an additional setup with T-Systems, where we sold 12 webcasts over the last year.

> IDG Connect International's scale – and the telemarketing breadth of IDG Direct -- is why we are able to deliver our clients' often complex programs month after month.
>
> *-- Dario Nazemson*

We have turned the regular, old-style client mailings into SCORE mailings that can precisely target the client's audience (highly scored with very high interest in the topic) with less address data but up to 20 times more efficient. This was a win/win situation for us and for the client and a very strong additional push on demand gen revenue that covers approximately 15% of the total demand gen revenue.

We recently integrated a big content and lead program approximately €300K ($368,912) with Fujitsu in cooperation with IDG Strategic Marketing Services on the topic of datacenters.

What are you focusing on this year to grow revenue?

DN: Our goal is to unlock even more revenue through our ABM suite of offerings, including Echo from IDG, and demand generation services to reach our clients' most important customers. Those efforts have been resonating well with our clients over the past few months, and nothing indicates that the momentum won't continue through 2018.

MS: One focus will be Channel Partner, which has a lot of potential and is somewhat of an untouched territory for demand gen. We need to develop a solid plan and better tactics to engage with resellers, value-added resellers, independent software vendors and others in a more sophisticated way. We should work on this together across multiple countries within IDG. ■

IDC presents Peacock, Motsenigos awards for research excellence and innovation

Five IDC analysts who made the most significant contributions to research excellence and innovation over the past year received the company's annual U.S. research awards last week during a gathering at IDC's headquarters in Framingham, Mass. **Jennifer Cooke**, research director, Datacenter Trends and Strategies; and **Eric Newmark**, program VP, Cloud, SaaS and Industry Cloud; received the Peacock Awards for research quality. Research Director, Flash Systems **Eric Burgener**; Group VP, Pricing Evaluation **Brian Clarke**; and VP, Consulting **Jonathan Share** received the Alexander Motsenigos Award for outstanding innovation.

SVP IT Executive, Software, Services and Industry Research **Meredith Whalen** announced the winners, filling in for IDC President & CEO **Kirk Campbell** who was traveling.

IDC's vice presidents and senior vice presidents nominate employees for both of the awards, and Campbell makes the final selection.

The Peacock Award honors the exceptional research standards set by Jim Peacock, an IDC vice president for 15 years until his death in 1981. IDG's late chairman and founder **Pat McGovern** established the award in 1985 to honor Peacock's accomplishments.

Cooke introduced the concept of the Smart Datacenter as a major research topic beginning with the Datacenter Futurescape in 2016. Since then, she has developed, authored and co-authored a broad portfolio of key vendor profiles, forecasts, Directions presentations, special studies and Decisionscapes benchmarks for vendor and IT executives. Cooke also established a cross-region team to develop consistent definitions and forecasts for Smarter Datacenter investment across IDC's regions. "These efforts translate into additional clients for IDC's Datacenter CIS as well as increased business value and speaking consulting revenue for the company," read her nomination.

*(L-R): **Meredith Whalen, Brian Clarke, Eric Burgener** and **Jonathan Share**.*

IDG WORLD UPDATE PHOTOS

*(L-R): Jennifer Cooke, **Meredith Whalen** and **Eric Newmark**.*

Newmark was recognized in part for renovating the CloudView and CloudShare programs, which comprise IDC's largest annual primary study, requiring country-level sampling quotas and local language translations. Sponsors from regional teams as well as Insight business all use the data. "The 2017 CloudView program launched on time, and more importantly, delivered results to sponsors on time for the first time in its history, and CloudShare also delivered an expanded data set on time," read the nomination. "This has led to a substantial improvement in revenue for the SaaS team and has left us in an excellent position to continue to grow these important products."

Newmark also improved the performance of the Enterprise Application team and increased the number of DecisionScape reports to 10 between Q3 FY17 and Q2 FY18.

The Motsenigos Award was established in 2013 and honors the memory and accomplishments of the late program VP who launched and built the Worldwide Services Contracts database, a repository of IT and business services data that has been the industry standard.

The honorees, in collaboration with other IDC colleagues, produced a new IDC Capital Investments Due Diligence offering for Goldman Sachs. Goldman's client, a Special Situations Group, was looking for independent and customized insight and analysis of a company Goldman was considering for an investment. The project turned around in just three weeks for a sizeable fee, and IDC can use the new offering again for other Special Situations groups.

The nomination recognized the team for "showing entrepreneurial vision, launching the product with excellent client adoption, delivering the highest-quality solution and engaging with clients to enhance the product, increase its value and grow the business." ■

noteworthypeople

New employees

Porup

Currently based in Toronto but planning to relocate to New Year City in a few months, **J.M. Porup** has joined **IDG Communications**' CSO as a senior writer for security. He has been a freelance cybersecurity reporter for Slate, Motherboard, The Economist, The Christian Science Monitor, Ars Technica U.K. and others J.M. studied philosophy and ancient Greek at Northwestern University. He passed the cybersecurity (CISSP) exam last year and is working becoming an Offensive Security Certified Professional; he takes great interest in newsroom security and will be speaking at the National Institute for Computer-Assisted Reporting conference in March in Chicago. jm_porup@idg.com

Powers

Account Manager **Benna Powers** joins **IDG Communications**' Growth sales team from Dun & Bradstreet, where she was a senior sales executive and earned President's Club honors the past two years. She has a bachelor's degree in communications media from Fitchburg (Mass.) State University. A licensed manicurist, she enjoys traveling, shopping, going to the gym and cooking. benna_powers@idg.com

Riley

Research Director, Cloud Panel Management **Sean Riley** comes to **IDC Framingham** from 451 Research, wher he was senior director for alliance partnerships. He has a B.S. from Northeastern University in Boston with a dual concentration in management information systems and marketing. Sean enjoys skiing, sailing and working on new electronics projects; he's now tinkering with Raspberry Pi units and deploying them as IoT and media servers in his home. sriley@idc.com

At **IDC San Mateo**, Senior Research Analyst **Asia Aslam** will be working for the Media & Entertainment group. She was previously a business intelligence manager at Cisco Systems. She has an MBA from Portland (Ore.) State University and a PhD in economics from the University of Madras in India. Asia enjoys demonstrating recipes for family and friends, especially ethnic clay pot cooking, and watching TV comedy shows. aaslam@idc.com

Solis

IDC welcomes Research Director **Phil Solis** who will be working out of his Dix Hills, N.Y., home on connectivity and smartphone semiconductors. He was most recently a research director at ABI Research. Phil has an bachelor's degree in electrical engineering from Stony Brook (N.Y.) University and an MBA in marketing and information systems from Pace University in New York. The father of two young sons, he coaches a Junior FIRST Lego League group that helps kids learn the engineering process and teamwork. psolis@idc.com

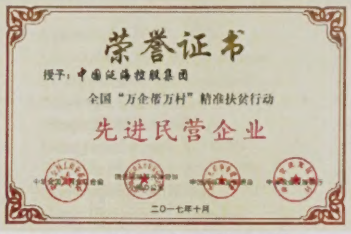
Transfers

Butler

Brandon Butler, most recently senior editor at Network World, has joined the Enterprise Networks group at **IDC Framingham** as a senior research analyst, where he'll be covering campus networking. He has a B.A. in political science from George Washington University in Washington, D.C. A recent groom and a new homeowner, Brandon enjoys vacationing in Maine, skiing, cooking, following the Patriots and Red Sox and walking his dog. bbutler@idc.com

China Oceanwide recognized for poverty alleviation efforts

This is the second in a series of occasional updates about China Oceanwide Holdings Group — IDG's parent company — and its business and philanthropic activities around the globe.



China Oceanwide received this certificate for its Thousand Enterprises Help Thousand Villages award.

On Oct. 10 at a forum held at the Beijing National Convention Center, China Oceanwide Holdings Group was among 115 businesses that received an award in recognition of its contributions to the poverty alleviation project known as Thousand Enterprises Help Thousand Villages. The company was named a National Advanced Private Enterprise for Targeted Poverty Alleviation after going through a rigorous evaluation and selection process. The October forum was one of many forums and activities organized by a collection of Chinese government agencies that acknowledge the contributions of private enterprises to this cause and serves to encourage other companies to get involved.

Providing education aid is one example of China Oceanwide's involvement in the poverty alleviation effort. Recently, China Oceanwide expanded the number of provinces — now up to 10 — in its education aid program, donating an average of 5,000 yuan (US$770) per university student from families in need. In 2017 alone, China Oceanwide has supported more than 155,000 students and expects to support a total of 460,000 students by 2020.

China Oceanwide has a long history of contributing to philanthropic causes since it was established in the 1980s and has given financial assistance to more than 300 programs to date. ■

Share your news, suggest content

Employees at any IDG or IDC business unit or licensing partner are invited to share news about what their group or department is up to. Nominate a deserving co-worker for an Unsung Hero profile. Pass along the name of an office mate with an interesting hobby or volunteer activity. Suggest someone who could author a future "One on one" column or an article about their area of expertise. Ideas for new content are always welcome. Write to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

36
Renee Pierce *IDG Corporate Services Group*

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Mark Winther *IDC*

29
Amy Hanania *IDG Corporate Services Group*

25
Shane Rau *IDC*

24
Cathy Garland *IDG Corporate Services Group*

23
Paul Krill *IDG Communications*

22
Richard Bailey *IDG U.K.*

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Kevin Ebmeyer *IDG Communications*
Christopher Murphy *IDC*

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Ulrika Halvarsson *IDG Sweden*

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Margaret Dings *IDC*
Matthew Eastwood *IDC*

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Kazuo Aida *IDC Japan*
Shirley Chua *IDC Singapore*
Karen Moser *IDC*
Karen Lucero *IDC*
Julie Tiley *IDC Canada*
Dorota Chrisp *IDC U.K.*

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Debi Temple *IDG Corporate Services Group*
Kevin Capalbo *IDC*

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Mitri Roufka *IDC CEMA*

14
Mark Child *IDC CEMA*

13
Gary Crandall *IDG Corporate Services Group*

12
Michael Araneta *IDC Thailand*
Alison Brooks *IDC*
Jiri Helebrand *IDC CEMA*

11
Terry Hou *IDC China*
Thomas Zhou *IDC China*
Amber Lynch *IDC*

10
Leslie Rosenberg *IDC*
Teodora Tafrova *IDC*
Melissa Fremeijer *IDC Benelux*

9
Dave Pearson *IDC Canada*

8
Nancy Selig *IDC*
Jocelyn Galan *IDC Mexico*

7
David Lantsman *IDC*
Kanupriya Kanupriya *IDC U.K.*
Mariesell Esquilon *IDC Middle East and Africa*

6
James Lenza *IDG Communications*
Richard Zhao *IDC China*
Lisa Nagamine *IDC*
Elisabeth Cook *IDC*
Chandana Gopal *IDC*
Gabriele Roberti *IDC Italy*
Eduardo Ramirez *IDC Mexico*

5
Suvid Tubtimcharoon *IDG Communications*
Jennifer Vaillancourt *IDC*
Peter Marston *IDC*

4
Sang-Hyuk Doh *IDC Korea*
Brian Haven *IDC*
Goran Masman *IDC Nordic/Sweden*
Sureshpal Singh Puarr *IDC Germany*
Anthony Yianoullou *IDG Global Solutions*

3
Lydie Virollet *IDC Australia*
Brandon Chen *IDC Singapore*
Florian Maier *IDG Germany*
James Hutchins *IDC U.K.*

2
Upsana Joshi *IDC India*
Charlotte Chin *IDC Singapore*
Thomas Bode *IDG Germany*
Edward Long *IDC*
Deepak Mohan *IDC*
George Miroescu *IDC Italy*
Isabelle Monnier *IDC France*
Darren Moses *IDC U.K.*
Hugo Guevara *IDC Mexico*
Khulaif Al Aquidi *IDC Saudi Arabia*
Mariflor Lopez *IDC Saudi Arabia*

1
Olivia Moriarty *IDG Communications*
Shivaraj Sajjan *IDC CCR*
Sharon Asprer *IDC Philippines*
Isabel Franzen Eklund *IDG Australia*
Vanessa Mitchell *IDG Australia*
Doug Drinkwater *IDG Global Solutions*
Andre Loureiro *IDC Brazil*
Orlando Ramos *IDC Mexico*
David Pegrimek *IDC CEMA*
Dan Bar Lev *IDC Israel*

continued from page 3

One on one

prise product reviews are Insider fare, for example. In the coming year, we plan to produce more reports based on IDG Research to lure more registered users and grow our database.

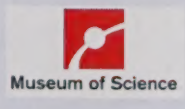
Q How does IDGC's B2B video content help drive audience engagement?

A **Ellen Fanning**, our director of visual and digital media, is doing a tremendous job with B2B video. We have excellent video series such as **Steve Ragan's** Salted Hash and Mingis on Tech along with a bunch of enterprise technology explainer videos. Steve is an actual security professional, which enables him to really connect with his audience. Ken is simply a natural on camera and knows how to keep discussions lively. As for technology explainers, video often proves to be the superior medium for unpacking complicated tech concepts.

Q How likely do you think it will be that the Federal Communication Commission's recent decision on net neutrality will be voided and ISPs will be barred from blocking, slowing access to or charging more for certain content?

A Well, as you know, states with Democratic governors are rebelling against the FCC's repeal. Their lawsuit is expected to take a year to resolve. I'm hopeful that uncertainty will discourage ISPs from exploiting their newfound freedom to mess with us. They'd have to roll back those changes if the court upholds the right of states to preserve net neutrality — not to mention if a rational administration takes charge again someday. ■

Museum passes available



As a corporate member of several museums in greater Boston, IDG has a limited number of passes available for distribution to employees. These are for the New England Aquarium, Museum of Science, Children's Museum of Boston and the Museum of Fine Arts.

Any employee, including those from other regions who are visiting the Boston area, may request up to four passes — or fewer depending on the level of availability — by calling the Corporate Benefits Help Desk at 508-988-6900 or contact Robin Robison.

celebrating20

Anders Elbak

Research Manager

IDC Nordic/Denmark

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDC Nordic/Denmark Research Manager ***Anders Elbak*** *traveled to Florida and the Bahamas last year.*

Joined IDC Nordic
January 1997

Career path
I started as an associate analyst/student helper working on the newly launched Internet Commerce Market Model and the local PC and printer trackers. Since then I have been involved in developing and delivering services for the local Nordic clients. Now, as a research manager, I run the Nordic Enabling Technologies program but spend most of my time on custom projects assessing how the big trends (digital transformation, 3rd Platform, innovation accelerators, etc.) affect the Nordic IT market.

Why I chose this trip
We were looking for something significantly different from the usual summer vacations in the Mediterranean but still easy to reach, reasonable weather in October and something both adults and kids would enjoy. Due to the aftermath of Hurricane Irma, we had to do a few last-minute changes, so driving the Overseas Highway is still on my bucket list.

Who I traveled with
My wife, Gitte; daughter Cecilie, age 10; and son Elias, age 6.

Trip highlights
It is difficult to emphasize only a few things, as we experienced a lot in less than two weeks.

Our family in the water with a couple of dolphins at Blue Lagoon, Bahamas.

SeaWorld and Disney World in Orlando were fun, but I also enjoyed just relaxing at the veranda and visiting the old Disney-founded town, Celebration. Snorkeling with wild manatees in Crystal River was the greatest experience in the first part of the vacation, though.

At New Providence, Bahamas, we — of course — enjoyed the great beaches and the food, but our day trip to a private island swimming with dolphins was an amazing experience.

The trip ended back in Florida with a two-night stopover in Miami Beach, where we spent one day on a private airboat tour in the Everglades. By chance, we booked with a Native American, so we could go further into that part of the Everglades than most other tourists and got a great personal history lesson in addition to the wildlife experience that included plenty of birds and alligators.

During our airboat tour, we followed a great blue heron wherever it took us into the Everglades.

We snorkled alongside manatees in the Crystal River National Wildlife Refuge in Florida.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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world_update@idg.com

IDG World Update

EMPLOYEE NEWS AND INFORMATION

10 JANUARY 2018 | VOLUME 48, NUMBER 1 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 2,4 | ANNIVERSARIES - page 7 | CELEBRATING 20 - page 9

Sales Executive Board thrives on collaboration; guides OneIDG sales

The seven-member board enables the top IDG Communications sales leaders to discuss opportunities, challenges and market factors that impact U.S. sales and deal with those issues collaboratively.

SEE MORE ON PAGE 4

Also inside

IDGC launches CIO Leadership Live video series on innovation, leadership and business strategy

One on one: IDC Chief Analyst Frank Gens summarizes IDC's top 10 predictions for 2018

Gifts for kids, gingerbread houses and ugly sweaters got IDC U.S. in the holiday spirit.

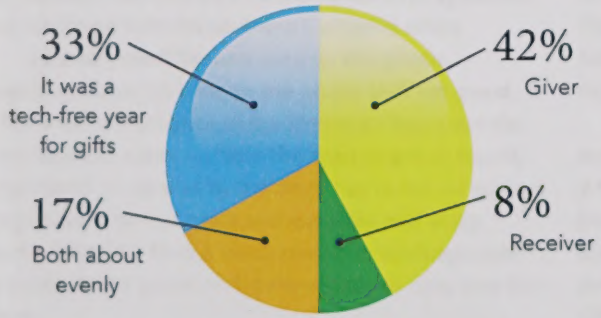
SEE MORE ON PAGE 8

Celebrating 20: IDG Communications' Sharon Machlis traveled to Madrid and Prague.

SEE MORE ON PAGE 9

Question of the week results

Were you mainly a giver or receiver of tech-related gifts in 2017?



Log on to www.idgcentral.com to vote on this week's question:

Did you make a resolution for the new year?

CLICK HERE

Tech & Marketing News from IDG

IDG Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Forget the CES hype, IoT is all about industry (Network World)

Google's Buy-Side Boss: 'There Are Issues Preventing Us From Growing As An Industry' (Ad Exchanger)

6 Secrets of Highly Innovative CIOs (CIO)

'It Can't Be True.' Inside the Semiconductor Industry's Meltdown (Bloomberg)

Social Media Marketing Moves from Megaphone to Targeted Conversations (MarTechSeries)

Live video series highlights innovation, leadership and business strategy

As part of the effort to expand its video portfolio for a B2B audience, IDG Communications U.S. created CIO Leadership Live late last year to highlight innovation, leadership and business strategy. Executive Director/CIO Programs **Maryfran Johnson** hosts the live, one-hour, one-on-one interviews with CIOs, chief digital officers and other executives from a range of industries as they lead digital transformation in their companies and discuss how their roles are changing and expanding.

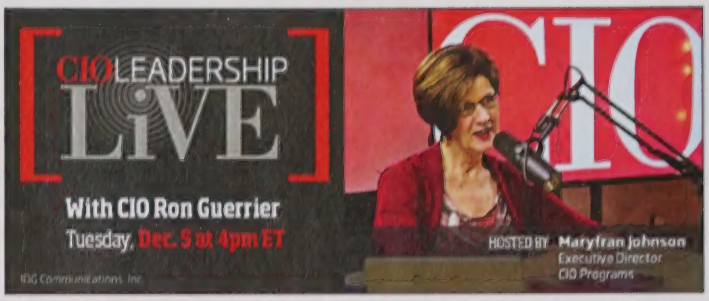
For Johnson it's familiar territory, building on her experience conducting on-stage interviews at the nine CIO Perspectives regional events and at the national CIO 100 Symposium event.

"We were looking for a way to bring relevant, compelling video to the CIO.com audience, and Maryfran is a natural talent in front of the camera and an expert interviewer, with deep connections within the CIO community," said Director/Visual & Digital Media **Ellen Fanning**, who developed the concept along with Executive Editor, CIO & CSO **Amy Bennett**. "Our editorial management team has also encouraged us to work cross-department on new initiatives, so this project fit the bill in many ways."

The series is another service offering to current and prospective CIO Executive Council members, who have been the favored guests so far. Agero CDO Bernie Gracy kicked off the series, filming at the IDG Communications studio in Framingham, Mass., followed by Farmers Insurance CIO Ron Guerrier, who appeared live via Skype from his southern California office.

Johnson identifies and lines up the guests, spending about an hour on the phone with the guest a few weeks in advance of the filming to figure out the best topics to cover — "and the ones to avoid; equally important!" — so that by the time they're live on camera they know what to expect and can relax and enjoy themselves. She films a video teaser for each episode to promote the guest and invite people to tune into the show.

Video directors and editors **Doug DuVall** and **Chris Hebert** film and edit the episodes. They also provide guests who appear remotely with a step-by-step guide to achieve optimum lighting and audio. Designer **Terri Haas** developed a sharp and sophisticated graphics package for the show.



The hour-long episodes are live on CIO's Twitter page and later posted to CIO.com and CIO's Facebook page, with audio podcasts added to iTunes, Google Play, Stitcher and SoundCloud.

The major focus for delivery has been the live-stream to CIO's Twitter feed (@CIOonline), as it is CIO's largest social media audience, with about 183,000 followers. Within a few days, the video is posted to CIO.com and CIO's Facebook page and an audio podcast is added to iTunes, Google Play, Stitcher and SoundCloud.

The first two episodes averaged about 1,000 live viewers on Twitter. Other IDG Communications video series include Mingis on Tech, with Computerworld Executive Editor **Ken Mingis** talking with staff experts about the latest on Apple, Android, Windows and more; Salted Hash, which features Senior Writer **Steve Ragan** talking with experts on the latest trends and happenings in cybersecurity; Tech Talk, with IDG editors discussing topics covering the depth and breadth of enterprise technology; CIO Career Coach, with CIO.com blogger and IT executive recruiter Martha Heller; and CMO Perspectives, with IDG Communications CMO **Josh London** interviewing business executives on the state of marketing.

While CIO Leadership Live started off on a monthly schedule, Johnson suggested moving to a twice-monthly schedule for 2018. She said CIOs have enthusiastically agreed to appear, so the list of upcoming guests is well set for the near future, and preparation for each guest has been relatively easy. Other upcoming confirmed guests include the CIOs of MITRE Corp., Rice University, Sysco Corp., City of Long Beach, Calif., Dunkin' Brands, NASA's Jet Propulsion Lab and Liberty Mutual's global specialty insurance unit.

While the sales team intends to pursue a paid

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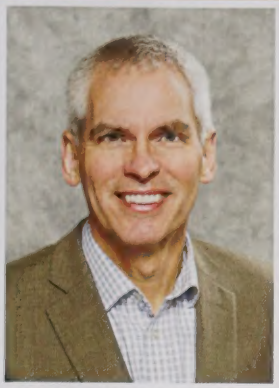
OneonOne

Frank Gens

IDC



IDC's chief analyst is this week's columnist. Reach him at fgens@idc.com.

"Augmented reality will revolutionize the role of field service workers and fundamentally change the way information workers interact with digital information."

IDC's worldwide analyst team has once again come together to deliver our annual outlook for the next several years in IT. Thanks for inviting me to share it with our global colleagues.

2018 will see digital transformation (DX) continue to dramatically reshape the global economy, powered by IT's 3rd Platform [cloud, mobile, social and big data technologies] — but not the same old 3rd Platform! In 2018, the 3rd Platform's second chapter — built on digital platforms, open innovation ecosystems, edge-distributed and workload-optimized cloud services, new human-digital interfaces, hyper-agile application technologies and architectures, richer and pervasive artificial intelligence (AI) services, an expanding developer population, massive data marketplaces and the blockchain-fueled rise of digital trust — will hit full stride, unleashing a wave of "multiplied innovation."

Among vendors, a new IT world order is emerging around these new technologies and use cases — creating new power positions, with leadership ranks certain to be disrupted. Enterprises will see accelerating digital transformation journeys, as the rising digital economy means all enterprises must operate like digital-native enterprises.

Here's a closer look at IDC's top 10 worldwide IT industry predictions:

1. By 2021, at least 50% of global GDP will be digitized, with growth in every industry driven by digitally-enhanced offerings, operations, and relationships. Organizations slow to digitize offerings and operations will find themselves competing for a progressively shrinking minority of their markets' opportunities.

2. By 2020, 60% of all enterprises will be implementing a "DX Platform" — a new foundation for IT service delivery. IDC defines the DX Platform as the future enterprise IT architecture enabling rapid creation of new, externally facing digital products, services, and experiences, while aggressively modernizing strategic legacy systems and data.

3. By 2021, enterprise spending on cloud services and infrastructure will be more than $530 billion and more than 90% of enterprises will use multiple cloud services and platforms. The cloud is becoming enterprises' most important source of sustained technology innovation.

4. By 2019, 40% of digital transformation initiatives will use AI services; by 2021, 75% of commercial enterprise apps will use AI. An "AI war" is underway as major public cloud providers offer an ever-expanding variety of AI-powered services. Developers will be the critical population to watch as IT organizations must acquire AI engineers and data scientists to support the large number of DX initiatives that are AI dependent.

5. By 2021, enterprise apps will shift toward hyper-agile architectures, with 90% of application on cloud platforms (platform as a service) using microservices and cloud functions and more than 95% of new microservices deployed in containers. As enterprises create new services for the digital economy, they'll need to deploy an increasing portion of them in an entirely new way: taking advantage of the scalability, flexibility and portability of an emerging set of "hyper-agile" application deployment technologies and approaches. These new foundation technologies and approaches will enable dramatic growth (10x) in the number of applications and microservices, driven by a new generation of hyper-verticalized digital solutions.

6. By 2020, human-digital interfaces will diversify, with 25% of field-service techs and information workers using augmented reality (AR) and nearly 50% of new mobile apps using voice as the primary interface. AR will revolutionize the role of field service workers and fundamentally change the way information workers interact with digital information. And voice is already well on its way to becoming the default interface for a wide range of enterprise smartphone apps.

7. By 2021, at least 25% of the Global 2000 will use blockchain services as a foundation for digital trust at scale. At the core of blockchain is distributed ledger technology offering strong potential to support digital trust at massive scale. Early adopters have the opportunity to establish

continued on page 8

Sales Executive Board thrives through collaboration atop OneIDG sales structure

IDG Communications U.S. implemented a new sales structure in May under the OneIDG initiative as a way to make it easier for clients to work with the company. A few months later, a Sales Executive Board was created to provide a forum for the top sales leaders to discuss opportunities, challenges and market factors that impact U.S. sales and reach consensus on how to deal with those issues collaboratively. Both the new sales structure and the board have seen considerable success over the past few months.

The revamped sales structure took the individual sales organizations for the former IDG Enterprise and CSMB/TechNetwork groups, along with Connect, IDG Global Solutions and Corporate Sales, and created a more unified sales organization, segmented into three areas of focus: Growth accounts, Core accounts and Corporate/Global accounts.

Growth accounts, led by SVP/Sales **Sean Weglage**, focus on prospecting accounts that spend under $100,000 with IDG. These kinds of accounts are just beginning to engage with IDG and generally take advantage of demand generation services along with other brand offerings.

Core accounts, led by SVP/Sales **Julie Ekstrom**, focus on companies that spend $100,000 or more with IDG. These kinds of accounts have budgets that can support and take advantage of multiple offerings, including marketing services.

Corporate/Global accounts, led by SVP/IGS Americas **Andrea D'Amato**, consist of 16 key accounts plus their respective agencies. These require the highest level of sales support due to their complexity and revenue potential. U.S. accounts that do business internationally are handled by IDG Global Solutions under D'Amato's guidance.

The Sales Executive Board, chaired by IDG Communications President **Kumaran Ramanathan**, includes Chief Revenue Officer **Brian Glynn**; VP of Sales, Corporate/IGS **Keith Linden**; and SVP/GM and IDG Events/CEC & Publisher, CIO **Adam Dennison**; along with Weglage, Ekstrom and D'Amato. The board holds conference calls monthly, and meets in-person quarterly along with other IDG Communications senior executives. The next meeting will be Feb. 6 in San Francisco.

Keith Linden works out of New York.

"The launch of our Sales Board has been incredibly beneficial in providing insight across the organization,"

PATRICIA SMITH

*(L-R): Sales Executive Board members **Brian Glynn**, **Sean Weglage** and **Andrea D'Amato** work in Framingham, Mass.*

Ekstrom said. "Previously, there was no structure around sharing information, best practices or challenges. We had been operating in a very siloed fashion, with limited visibility. Now, these meetings are allowing us to expose challenges and share ideas on how to improve and advance. And, they are demanding a level of accountability with regard to the progress we're making as an organization."

D'Amato noted that "the discussion items raised during the board meetings are consistently acted on with the goal of reaching decisions that can quickly and positively impact the business."

Dennison said one of the key benefits of the sales board is to "provide a better view of our customers overall, rather just looking at our own slice of what they invest in with IDG."

Adam Dennison is based in Framingham, Mass.

The sales board provides a voice for the sales organization to help shape monetization strategies, Linden added. "We're able to review and refine processes and go-to-market strategies to maximize revenue and market impact. And, with everyone at the table, we're able to get a full perspective on the business and ongoing challenges. We can stay in front of market shifts and ensure the sales organization has a voice in the company's strategy."

In terms of the shift to the OneIDG sales structure, the biggest overall success has been the positive response

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Sales

from customers, the board members agreed. "Over and over, our customers have expressed appreciation for the streamlined service we're now providing, having eliminated multiple points of IDG contact under the old model, which forced them to traverse upwards of three sales contacts inside of IDG," Ekstrom said. "The new model allows us to focus more on providing excellent customer service."

***Julie Ekstrom** is based in California.*

Looking over the past few months, the board members cited just a few of the many examples of success stories. Glynn said the structure is helping achieve the goals of getting deep into Core accounts and adding new companies to the Growth area. "On the Growth side, new companies that had not done business with IDG before include Viavi Solutions (Account Director **Stephanie Crossland** closed a $25,000 deal) and BugCrowd (Account Manager **Adjani Nicholson** closed $15,000). Account Manager **Jason Fleckles** grew Smartling to a more than $100,000 spend, and that account will now be managed by Core sales."

Weglage noted Cherwell as an example of one company that had only been working with pockets of IDG but has now grown its business and has visibility into the whole company.

On the Core front, Ekstrom said that Informatica asked for a streamlined point of contact prior to the OneIDG structure. Account Director **Gerald McLean** took the lead and, working with his events and IGS counterparts, secured a large global CIO Influence campaign. She said the campaign is in the process of being renewed across the following:

- "The focus for North America has turned to more of a nurture program, and we have secured $480,000 for that campaign.
- In conjunction with IGS we also have secured $126,000 to continue the current campaigns in the U.K., France and Germany.
- We also secured a renewal of their CIO 100 Sponsorship as well as a series of dinners and custom lunches for $225,000 to date."

So far, IDGC has secured $831,000 from Informatica for the 2018 calendar year vs. $558,000 in 2017.

Dennison said communication has opened up between IDG Strategic Marketing Services (SMS) and the CIO Executive Council to put together premium programs where the CEC will drive content and feature members as part of a bigger SMS media, data, and services program. "I see this as a growth area for 2018 and beyond," he added.

The Corporate/Global Accounts sales team has a renewed energy and focus," D'Amato noted. "With a unified approach of one senior seller matched to the client side, and one senior seller matched agency side, we have made steady progress and can already identify real results. One case in point is AT&T Business Solutions, where we have opened up new lines of business with agency Hearts & Science, including content development and lead generation. Mapping our agency conversations back to the client has been key, and our consistent presence with the client at their headquarters in Texas increases IDG's credibility with Hearts & Science in New York, solidifying us as a preferred partner for AT&T. [Senior Account Director **Kevin Ebmeyer** manages AT&T clients; Account Director **Peter Amador** manages the Hearts & Science agency]. IDGC CMO **Josh London**'s recent CMO Perspectives video interview with Mo Katibeh of AT&T has afforded us the opportunity to present for the first time a full 2017 review of IDG's business with AT&T this month."

"Our three groups within a single sales structure are now in the market with a consistent story that has real resonance with our customers," Ramanathan said. "But we are still a long way from where we need to get to. The expectation for sales within the new structure is to represent and monetize the full IDG value proposition and product portfolio, and continually focus on self-improvement and learning. Having the Sales Executive Board also allows us to be collaborating, learning from one another and ultimately serving the needs of our customers in a way that we have never done before, simply because we had too many silos across the sales organization.

> "Having the Sales Executive Board also allows us to be collaborating, learning from one another and ultimately serving the needs of our customers in a way that we have never done before."
>
> -- *Kumaran Ramanathan*

"I have also been delighted with the support from outside sales. The sales support teams have been amazing in how they have handled the transition, and every group across the U.S. company has offered and been able to work in a more dynamic way with their sales colleagues, both formally through the training sessions we organize but also informally when help is needed. It's precisely this spirit of collaboration that will ultimately help us build a stronger commercial culture across the company."

An international sales executive board is being developed following discussions at last month's IDGC International Leadership meeting in Windsor, England.

Write to the sales board members' group email. ■

noteworthypeople

Promotions

Marr

The IDG board announced last month that Chief Accounting Officer **Donna Marr**, who joined **IDG Corporate Services Group** in Framingham, Mass., last September, has been promoted to VP, Chief Accounting Officer. "In addition to her current accounting and finance-related responsibilities, Donna will take on additional day-to-day operational responsibilities for CSG and will report to me," said IDG President **Brett Liu**. He also announced the board has promoted International Controller **Toby Hurlstone**, a 20-year IDG veteran who is based in London, to VP, International Finance; he will report to Marr. donna_marr@idg.com, toby_hurlstone@idg.com

Hurlstone

Linden

Keith Linden, formerly director of sales for IDG Communications, has been promoted to VP of Sales, **Corporate/IDG Global Solutions**. "In order to position ourselves for growth of international sales from the U.S. while continuing to build strong U.S. revenues from the Corporate accounts, it is my pleasure to announce Keith's promotion," said SVP, IDG Corporate Sales/IDG Global Solutions **Andrea D'Amato**. "In a short time, Keith has made such a positive impact on our Corporate Sales revenues, especially IBM. What makes Keith uniquely qualified for his new role is his international experience, with the global launch of IDGTN across U.K., Germany, Sweden, India and China. In one way or another, and most recently with the go-to-market strategy and rollout of programmatic, Keith has been a strategic partner and team player with IGS EMEA, APAC and Americas. Keith lives by the IGS ideals: do right by the customer brief, follow best practices, and share your knowledge for mutual benefit across IDG." keith_linden@idg.com

New employees

Jeong

IDC Korea Country Manager **Chris Jeong** has more than 25 years of experience in the IT industry, holding country leadership roles for a variety of companies including Checkpoint Software Technologies most recently, as well as DataDirect Networks and EMC. He has had many opportunities to work with international stakeholders, mostly in the U.S., and spent time in Singapore while working as the Asia/Pacific and Japan product marketing manager for Dell. He has an electronics engineering degree and an MBA from Hanyang University in Korea and enjoys traveling and snowboarding. cjeong@idc.com

Mahabob

Business Development Manager **Amit Mahabob** joins **IDC Nordic**'s Stockholm office with five years of sales experience in the Swedish IT industry, including IBM and most recently Dell EMC. Amit is football enthusiast who loves Italian football -- AC Milan is his favorite team – and enjoys going to the gym, reading and travel; the next big trip on his bucket list is trekking in Nepal. amahabob@idc.com

Pepic

IDG Germany welcomes Account Manager **Ami Pepic**, who was recently a campaign manager at Lead Hunter KG. She studied business administration at Mohawk College in Hamilton, Ontario, Canada and enjoys volleyball, baseball, reading and dirt biking. She counts mastering the German language and keeping up with her toddler among her recent accomplishments. apepic@idg.de

Returning employees

Bruder

Nicole Bruder has re-joined **IDG Germany** as account manager, research, in the Database Operations group. She had left the company four years ago, when she had been a key account manager, and most recently worked as a senior sales manager at IntelliAd Media GmbH. She graduated from the University of Lueneberg and enjoys yoga, swimming, Spanish food and spending time with family. nbruder@idg.de

de Besche

Martin de Besche returns to **IDG Sweden** as a key account manager for the Enterprise division, having held the same role for Schibsted Media Group for the last two-and-a-half years. He had been with IDG Sweden from 2010 to 2015, during which time he was among the first people in Sweden to earn the IAB Digital Media Sales Certification. Outside the office he enjoys time with family and friends and getting out to the golf course when he can. martin.debesche@idg.se

Send information for the Noteworthy section to world_update@idg.com.

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CIO Leadership Live

sponsor for the show, the staff needs to better understand the metrics before bringing it to market, as any interested company would want a guarantee, noted SVP/GM, IDG Events/CEC and Publisher, CIO **Adam Dennison**. There are currently pre-roll ads running via IDG TechNetwork.

The series has been a very positive experience for guests as well as the host herself, Johnson said. "It's great fun to do, and everyone has been flexible and helpful as we've felt our way, kind of inventing things as we go along. There's a great creative spirit around the whole project. We've continued to improve on our promotional push to LinkedIn and other social media sites, thanks to help from VP/Marketing **Sue Yanovitch**, who runs marketing for the Council."

Write to Maryfran Johnson. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company Jan. 1 - Jan. 14.

33
Rebecca Segal IDC
John Gantz IDC
Ruth Bell IT World Canada

32
Brad Thorpe IDC

30
Mary Wardley IDC

29
Ken Fuller IDG Corporate Services Group

28
Sylvie Merkling IDC France

27
Claudia Volk IDG Germany

25
Eric Prothero IDC
Barbara Kitzis IDC

23
Eric Owen IDC U.K.
Jeannie Button IT World Canada
Lorena Vega IDC Chile
Natalia Vega IDC Chile
Bob Gleason IDG Communications

22
Sung Chik IDG International Controller's Office
Andrzej Jarosz IDC Poland

20
Deanne Hart IDC

21
Anders Elbak IDC Nordic/Denmark
Mathew Heath IDC U.K.
Henrik Sorin Hildebrand IDG Sweden
Jyoti Lalchandani IDC Middle East and Africa
Sharon Machlis IDG Communications

19
Martin Bayer IDG Germany
Judith Edwards IDC
Sabrina Teteau IDC France
Thomas Meyer IDC Germany
Jana Pelikanova IDG Czech Republic
Becky Bogart IDG Communications

18
Matthias Teichmann IDG Germany
Dan Vesset IDC
Kathy Nagamine IDC
Thomas Richard IDC
Hannah Richardson IDG Australia
Maria Secchi IDC U.K.
Donna Butts IT World Canada
Joshua Budd IDC CEMA

17
Wilvin Chee IDC Hong Kong
Daniel O'Boyle Kelly IDC
Jennifer Thomson IDC Italy
Johan Wikberg IDG Sweden
Kresimir Alic IDC Croatia

16
Laura Torrejon IDC Spain
Bo Lykkegaard IDC Nordic/Denmark
Ewa Janda IDC Poland
Jaroslaw Smulski IDC Poland
Madalin Lazarescu IDC Romania

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Steffi Han IDC Korea
Keith Bagley IDC
Alfredo Curiel IDC Latin America
Roberta de Ponti IDC Italy
Emir Halilovic IDC CEMA
Ewa Zborowska IDC Poland

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Ana Lico IDC Brazil
Rainer Kaltenbrunner IDC Austria
Dan Yachin IDC Israel
Magdalena Brandt IDC Poland

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Christopher Picanso IDC
Teruo Negishi IDC Japan
Klaudia Blaskova IDC CEMA

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Antonio Wang IDC China
Philip Hirons, Jr. IDC
Pamela Torchinsky IDC
Gabriel Coimbra IDC Portugal
Bibiana Coimbra IDC Portugal
Sergio Domingues IDC Portugal
Valerie Rolland IDC France
Colleen Boucher IDG Corporate Services Group
Agata Carroll IDG Communications

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Amber Lynch IDC
Douglas Bell IDC
André Kisch IDG Sweden
Damian Godos IDC Poland
Przemek Kowalski IDC Poland
Erica Foster IDG Communications

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Leslie Hand IDC
Vito Mabrucco IDC
Steve White IDC Canada
Daniela Rao IDC Italy
Didier Krainc IDC France
Armelle Brivet IDC France
Ravi Madha IDG Global Solutions
Marcelo Leiva Baez IDC Chile
Zuzana Kovacova IDC CEMA
Miroslav Sykora IDC CEMA
Karlo Pernek IDC Croatia
Adrien Tenyi IDC Hungary
Daria Sorokina IDC Russia
Asli Kockal IDC Turkey

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Chistelke Agapito IDC Philippines
Isabelle Chan IDC Singapore
Janaki Supriya Kamath IDC CCR
Kerstin Langenfeld IDG Germany
Sander van der Meijs IDG Netherlands
Natalia Milko IDC Ukraine

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Shana Wang IDC China
Gaowa Wulan IDC China
Karin Enblom IDG Sweden
Jill Lundy IDG Communications

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Nan Wang IDC China
Louise Francis IDC New Zealand
Pradeep Kumar IDC CCR
Divya Ramalingaiah IDC CCR
Elaine Duncan IDC
Holly Muscolino IDC
Sebastien Lamour IDC France
Piotr Wtulich IDG Poland
Rob Richardson IDG Global Solutions
Daniel Povis IDC Peru
Jan Dolezel IDC CEMA
Prateek Shah IDC Middle East & Africa
Kristina Clark IDG Communications
Kelly Wong IDG Communications
Jason Tenenbown IDG Communications

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Scott Duan IDC China
Lauren Befort IDC
Jason Anderson IDC Sweden
Helene Fily Chenebaux IDC France
Michael Cansfield IDC U.K.
Annelise Bos IDG Netherlands
DaeYoung Lee IDG Korea
Richard Beagley IDG Global Solutions
Evelyn Pineda IDC Mexico
Zdenek Krouzel IDC CEMA
Carolyn Yanuskiewicz IDG Communications
Joel Weisberg IDG Communications

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Amit Bansal IDC CCR
Sang-Hwa Seo IDC Korea
Paula Fernandes IDG International Controller's Office
Kevin Longergan IDC Canada
Matthew Finnegan IDG U.K.
Chrystelle Labesque IDC U.K.
Sebastian Watras IDG Poland
Yukihisa Hode IDC Japan
Jan Bures IDC CEMA
Jaroslava Skapova IDC CEMA
Olga Babinina IDC Russia
Konstantin Makarenkov IDC Russia
Babatunde Afolayan IDC West Africa
Brad Chacos IDG Communications
Eric Pivnik IDG Communications

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Manish Yadav IDC India
Glen Duncan IDC Singapore
Robert Eastman IDC
J.P. Bouchard IDC Canada
Laura McEwan IDG U.K.
Johan Hallberg IDC Sweden
Andrea Siviero IDC Italy
Philip Carnelley IDC U.K.
Seiichiro Yoshii IDC Japan
Renato Da Rosa IDC Brazil
Marketa Lomogova IDC CEMA
Stepan Postler IDC CEMA
Dalibor Sidlo IDC CEMA
Marina Chugalskaya IDC Central Asia
Jason Hong IDG Communications

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Stefan Tang IDC China
Rajiv Ranjan IDC CCR
Alyssa Marzona IDC Philippines
Deepika Rathod IDC CCR
Jawad Bajwa IDG Australia
Guillermo Riestra IDC Spain
Magda Tripoli IDC Italy
Ashraaful Haque IDC U.K.
Alexandre Moulin IDC France
Shinichi Shiiba IDC Japan
Jiri Alexa IDC CEMA
Petra Krizova IDC CEMA
Jan Prenosil IDC CEMA
Renata Stmadova IDC CEMA
Fatma Ozdomir IDC Turkey
Peggy Lee IDG Communications
David Pucci IDG Communications
Brian Wong IDG Communications
Sarah Stokes IDG Communications

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Sagar Raghavendra IDC Australia
Pushkaraksh Shanbhag IDC CCR
Leah Polonan IDC Philippines
Nutchanon Boonsorn IDC Thailand
Kevin Chen IDC Taiwan
Matthew Hislop IDG U.K.
Tamlin Magee IDG U.K.
Khushbu Bohra IDC U.K.
Christopher Bryan IDC U.K.
Elise Fradine IDC France
Jeremy Green IDC U.K.
Douglas Hayward IDC U.K.
Sophie Hemon IDC France
Jakob Jantzen IDC Nordic/Denmark
Adriana Allocato IDC Italy
Sabitha Majukumar IDC U.K.
Ray Christopherson IT World Canada
Anders Wollner IDG Sweden
Helena Junova IDC CEMA
Vaclav Basniar IDC CEMA
Nevena Conic IDC Serbia
Alaina Lee IDG Communications
Liang Li IDG Communications
Gordon Plutsky IDG Communications

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Lizzie Li IDC China
Antonio Liu IDC China
Juliana Yu IDC China
Peggy Cheung IDC Hong Kong

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Anniversaries

Eunae Jo *IDC Korea*
Sue Tee Gan *IDC Malaysia*
Monica Collier *IDC New Zealand*
Maciej Gornnicki *IDC Singapore*
Chaiyakorn Jewwootthipong *IDC Thailand*
Lisa-Marie Thaden *IDG Germany*
Tobias Schmid *IDG Germany*
Mark Zannoni *IDC*
Ritu Jyoti *IDC*
Jason Bremmer *IDC Canada*
Asha Patel *IDG U.K.*
Arianne Martin *IT World Canada*
Bilal Yuksel *IDG Netherlands*
Vincent van Beek *IDG Netherlands*
Malgorazta Hryckiewicz *IDG Poland*
Piotr Paszkiewicz *IDG Poland*
Katarzyna Jablonska *IDG Poland*
Sanghun Park *IDG Korea*
Yoshiaki Saito *IDC Japan*
Tomoko Mitani *IDC Japan*
Raphael Tessitore *IDC Brazil*
Armando Cruz *IDC Mexico*
Gerardo Samaniego *IDC Mexico*
Victor Salgado *IDC Mexico*
Bethsabe Gutierrez *IDC Mexico*
Nick Tahamtan *IDC Austria*
Patrick Whalen *IDC CEMA*
Hamad Al-Saghir *IDC Saudi Arabia*
Razvan Savu *IDC Romania*
Derrick Chikanga *IDC South Africa*
Clayton Taisekwa Muchedzi *IDC South Africa*
Engin Ay *IDC Turkey*
Busra Demirci *IDC Turkey*
Ademola Balogun *IDC West Africa*
Jackie Tuffy *IDG Corporate Services Group*
Angela Pirrone *IDG Communications*

IDC's Framingham festivities

IDC celebrated the holiday season in Framingham, Mass., last month with its Giving Tree Program as well as contests for making gingerbread houses and sporting the ugliest holiday sweaters.

Ten sweet abodes vied for prizes, including Most Festive (left) and Best Artistic Representation of IDC (right).

These folks put on their seasonal knitwear, with the top ugly sweater votes going to ***Lynda Sterling*** *(Ugly),* ***Marc DeCastro*** *(Uglier) and* ***Kendra Rhodes*** *(Ugliest).*

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One on one

very strong positions, while slower adopters will not be entirely boxed out but should be exploring potential use cases.

8. By 2020, 90% of large enterprises will generate revenue from data-as-a-service. High-value data will be a key component of every enterprises' value and power in the world of digital developers and ecosystems. Establishing a critical mass of external data feeds will also be a key ingredient for any AI-based digital services and solutions.

9. Improvements in simple (low-code/no-code) development tools will dramatically expand the number of non-tech developers over the next 36 months. An expanding population of business (non-IT)-rooted developers will be able to create increasingly sophisticated digital innovations. Successful enterprises will tap into that potential by maximizing access to these tools and propagating an "everyone's a developer" culture.

10. By 2021, more than half the Global 2000 will see an average of one third of their digital services interactions come through their open API ecosystems, up from virtually 0% in 2017. The creation of open APIs — and developer ecosystems around them — will allow enterprises to massively scale distribution of their digital platforms and services through third-party digital innovators, accelerating adoption and revenue. Over the next 36 months, IDC expects DX leaders will start to put much greater strategic focus and investment on their open API-based external developer ecosystems and distribution networks.

Check out our full 2018 predictions document (free with registration). ■

Generous IDC employees donated toys and clothing items — 166 total gifts for 50 children — to assist 16 local families in need served by the the South Middlesex Opportunity Council.

celebrating20

Sharon Machlis

Director, Editorial Data and Analytics

IDG Communications

*Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDG Communications' **Sharon Machlis** traveled to Madrid and Prague last year.*

Joined IDG
January 1997

Career path
I started as a security and government reporter for Computerworld magazine, then moved to work full-time on Computerworld's website in 1999 as online news editor. I later became online managing editor, then executive editor online, and most recently director of editorial data and analytics for IDG Communications.

Who I traveled with
My husband Lee.

Why I chose this trip
We'd wanted to visit Prague for a long time. I didn't think I needed full two weeks to see the city, so I looked for another European city to visit on the way. My criteria: someplace we hadn't been before, reachable by non-stop flight from Boston. Madrid fit the bill.

Van Gogh painting in the Thyssen-Bornemisza, Madrid.

Trip highlights
Madrid's museums were outstanding. I expected to like the Prado (which I did), but the Thyssen-Bornemisza surprised me with its stunning collection. Plus, we visited the Reina Sofia during the 80th anniversary of Picasso's Guernica, with a retrospective of many of Picasso's other works.

We happened to be in Madrid when roses were in peak bloom. The rose garden at Retiro Park was breathtaking.

Prague is a stunning city — the architecture everywhere you look is awe-inspiring, from the castle to Old Town Square to views from the clock tower and Charles Bridge.

Visiting the preserved old synagogues in Prague was a very moving experience, including exhibits from the nearby Terezin concentration camp.

A classical music concert in Prague's Smetana Hall — beautiful with outstanding acoustics — was unforgettable.

Seeing our niece in Prague — she was studying there for a semester — was wonderful. She was a great local tour guide for several days.

Finally, a sunset dinner cruise on the Vltava River during our last night was a perfect end to the trip.

I stopped to take in the beauty of the rose garden at Retiro Park in Madrid.

Prague's Old Town Square at dusk.

Night scene along the Vltava River, Prague.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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